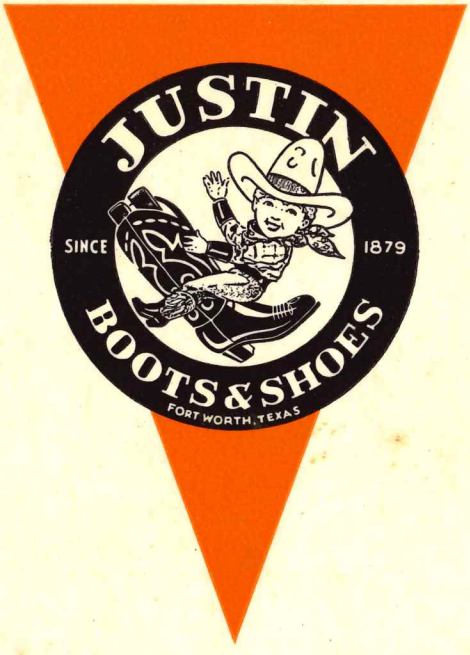
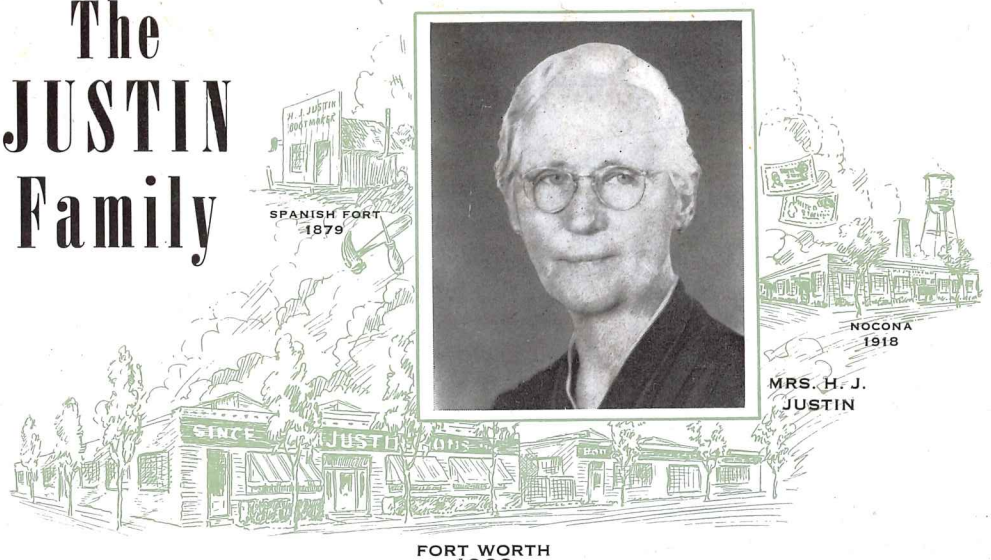


H. J. JUSTIN & SONS, INC.
FORT WORTH, TEXAS

1879
1939
60
YEARS
BOOTMAKERS
OF THE WEST
JUSTIN BOOTS & SHOES 1939

1939

The JUSTIN Family



J. S. (JOHN) JUSTIN
President

W. E. (EARL) JUSTIN
Chairman of Board

S. A. (SAM) JUSTIN
Vice-President

THIS year the "Justin Brand" is sixty years old — the direct result of the Friendship and Loyalty of our Wearers and Dealers. The Justin Family — that's all the folks who make the original Justin Boots, are grateful and pledge ourselves to continue to produce the best Boots and Shoes possible.

1879

H. N. FISCH
Secretary, Sales & Advertising Manager with Justin since 1920

S. A. BRADY
Superintendent of the factory—production of Boots and Shoes since 1928

W. H. "BILL" AGEE
Treasurer and accountant, with Justin since 1923

MISS BLANCHE LOTSPEICH
Credit Manager and associated with Justin since 1925

1939

These Folks Make the

10 YEARS OR MORE

SENIOR FOUNDERS

TYLENE ALLEN
1927

T. U. BAKER
1923

ROSENDO BARRON
1927

RUTHIE COX
1928

CARL CUMMINS
1927

FLETCHER CUMMINGS
1916

ELMER DE SHAZO
1925

ELBY FAIN
1925

ELMER FERRY
1928

BILL JUSTIN
1925

VANE L. JUSTIN
1915

P. W. MONTGOMERY
1925

GUY REEVES
1926

W. W. RIX
1927

HOWARD SHANEYFELT
1926

5 YEARS OR MORE

JUNIOR FOUNDERS

J. W. COTHER
1933

EDNA COOK
1932

THEDA COOK
1933

DESSIE HUNT
1933

NETTIE INMAN
1930

RAYMOND NUNN
1933

HELEN POTEET
1931

VIRGIL PRIDDY
1933

ADDIE RODGERS
1933

Justin Also Honors the Many Splendid Workers

Famous Justin Boots

For a decade and more this loyal group has devoted itself to the upbuilding of the Justin organization and to the ideal of more perfect craftsmanship. Sound Justin quality and efficient Justin service reflect the sincere efforts of these workers to uphold the 60 year old Justin reputation for craftsmanship and integrity.

C. C. BROWN
1927

BOB CASHION
1927

L. W. CHELMO
1924

PAUL CHRISTNIGHT
1925

GEORGE FRIANT
1926

LEO GAREY
1928

CARRIE LEE GRIMES
1925

AARON HOKETT
1925

JACK HAMILTON
1925

NAOMI HARDIN
1925

OMER D. SIMMS
1928

PAULINE SMITH
1925

LESLIE SULLIVAN
1925

OSCAR TRAVIS
1926

JOHN WILEY
1925

JESS WRIGHT
1928

These people have all worked in the Justin organization for five to ten years. They have come to appreciate the responsibility that goes with producing a product that is known and respected throughout a nation. It is to these faithful employees that much credit for Justin quality is due.

MILTON N. COX
1931

JACK DRUSCH
1934

ALLIE FERGUSON
1930

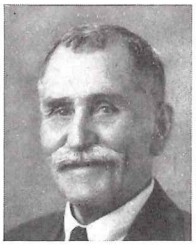
RONALD HOWARD
1933

JOSE SALAZAR
1930

BESSIE LEE SISTRUNK
1930

L. L. SMITH
1932

BERTHA TERRELL
1930



WILLIAM TIEFEL
1933

FAUNCE WRIGHT
1933

Who Have Served for Less Than Five Years

General Information

GUARANTEE . . . . . .

Our sixty years of successful operation is your guarantee of satisfactory dealings. We guarantee the material and workmanship in every pair of Justin Boots and Shoes, but we cannot guarantee "leather" boots to be waterproof neither can we guarantee them to wear any specified length of time.

On made to measure boots we will follow instructions and measurements carefully and use every precaution to avoid misfits but because of the variance in measurements we can no longer guarantee made to measure boots to fit when sold at wholesale prices.

REPLACEMENTS . . . . . .

Where a customer claims a defect in material or workmanship, first send the boots or shoes to the factory . . . if it is a defect we will make prompt and satisfactory adjustment. **Adjustments made in any other manner are at customer's risk.**

DELIVERY . . . . . .

"In Stock" items are shipped the same day the order is received. "Made on order—or made to measure" items are shipped in approximately thirty days from receipt of order.

WE DO NOT ship boots or shoes subject to being tried on and returned if they do not fit.

EXTRA CHARGES . . . . . .

A nominal package charge of 25c additional is made on less than three pair lots, from stock. Where a single pair is ordered of a size, style, width or height that is not carried in stock, necessitating a make-up, an additional charge of $1.00 is made.

When merchants send individuals to the factory to be fitted, we make a $2.00 per pair service charge. This service is only available to merchants carrying Justin boots and shoes in stock.

MADE-TO-MEASURE PRICES ARE SHOWN IN THE SPECIAL COLUMN ON THE PRICE LIST. **MADE-TO-MEASURE BOOTS ARE NOT GUARANTEED TO FIT WHEN SOLD AT WHOLESALE.** THE FACTORY WILL FOLLOW ALL SPECIFICATIONS ACCURATELY BUT HAVING NO RETAIL STORES OR OUTLETS, WE FIND IT IMPOSSIBLE TO DISPOSE OF THESE MISFITS, EXCEPTING AT A HEAVY LOSS. SHOULD THE BOOTS FAIL TO FIT THE INDIVIDUAL FOR WHOM THEY HAVE BEEN ORDERED, MERCHANTS WILL PLACE THEM IN THEIR OWN STOCKS. WE ARE, HOWEVER, WILLING TO MAKE ANY REASONABLE ALTERATIONS WITHOUT CHARGE IN AN EFFORT TO MAKE THEM FIT.

PRICES . . . . . .

All prices are subject to change without notice. The base price of most dress cowboy boots is figured by using calfskin for vamps and kid leathers for tops. Black kangaroo vamps cost 50c more than calfskin.

Chocolate brown kangaroo vamps cost $1 more than calfskin.

Sharkskin vamps cost $1 more than calfskin.

Imported French wax calf, $1 more than dress calf.

Genuine alligator vamps, $6.50 extra.

CREDITS . . . . . .

We cannot accept returned goods for credit unless arrangements have been made before the goods were sent back, nor can we give credit for items that are damaged so they are not saleable.

Dealers and Wearers

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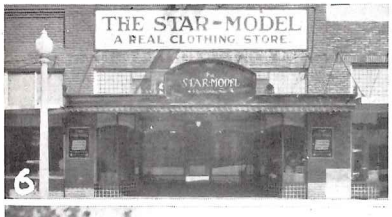

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From dealers and wearers throughout the West come sentiments of enthusiasm and good will for Justin Boots. Here are a few of the many who sent us pictures of themselves and their places of business to say that they are doing a good selling job with Justins.

9

1 The annual roundup of the 10-Gallon Club in front of Carl B. "Buck" Armstrong's store in Mangum, Oklahoma, found almost 100 per cent of the members wearing *Justin Boots*. Mr. Armstrong, in center of front row, is owner of the B & M Store and sponsors the 10-Gallon Club and the annual rodeo.

2 The Saddle Shop where H. W. Starr sells Justin Boots in Oakland, California.

3 In Amarillo, Texas, the Plainsmen buy their boots from the Army and Navy Store, a dealer in Justins.

4 Seymour, Texas, is served by Kellum & Company who sell and heartily boost Justin Boots.

5 The Perkins-Timberlake Company of Vernon, Texas, is celebrating their 35th Anniversary in 1939. This company is one of the larger Justin outlets in North Texas.

6 It is a quality clothing store, The Star-Model, that sells Justin Boots to the citizens of Woodward, Oklahoma.

7 Justin Boots, along with other nationally known lines of merchandise, are featured by Blackburn Brothers, Inc., of Amarillo, Texas, in the heart of the cattle country. Says H. W. Blackburn, president, "In as much as we feature only quality lines, it was natural that we should select Justin Boots."

8 Leo Carrillo, actor, and his brother, John, who is Head Engineer of the World's Fair Buildings in New York, and Mr. Michel A. Levy of Santa Barbara, California (at right) are all enthusiastic wearers of Justin Boots. Mr. Levy is owner and proprietor of Michel A. Levy, Inc., the smart riding and sports wear shop in Santa Barbara, where Justin Boots are sold.

9 Here is "Buck" Armstrong on Blue Monday wearing his first pair of ventilated Cowboy Boots by Justin. This number was later named "The Buck Armstrong." Blue Monday has been all over this country on rodeo tours and twice to Europe.

Justin is Grateful to Them All

The TOUCH of a MASTER'S HAND

No. F3860—Brown Calf vamps—brown kid tops. Inlay of yellow and white kid.
No. F3865—Black Calf vamps—black kid tops. Inlay of all white.

Again this year Justin offers this "Extra Special Boot" because it proved so popular the past year. This style was designed and produced by the master artists, and master workmen in the Justin Plant, and was produced to be displayed only as an example of superb boot making. However, it proved to be the most talked about cowboy boot produced in the past years of bootmaking history, and we have received orders for hundreds of pairs while thousands have complimented us upon this splendid creation. We do not carry this number in stock because of the many different combinations of colors from which the customer can choose.

The Touch of a Master Hand is made up only on order for delivery in thirty days.

The Touch of a Master's Hand

The PRIDE of the WESTERN RANGE

No. 3721—Genuine Black Alligator Vamps. Red kid tops with blue inlay.
No. 3723 — Brown Alligator Vamps, Red Kid tops and blue inlay.

The Pride of the Western Range is the Sixtieth Anniversary offering of the Justin Boys. It is another creation of Justin's master craftsmen, and a real "running mate" to the Touch of a Master's Hand. Like many other extremely fancy boots, it is made in many color combinations, therefore, impractical to carry in stock. Genuine Alligator makes an extremely beautiful boot, but never carries a guarantee as to service because Alligator leather is very deceptive.

The Pride of the Western Range is made up only on order for delivery in thirty days.

The Pride of the Western Range

Justin Cowboy Boots

No. F3664

No. F3664—Here we have taken an old favorite and made it into a new favorite by changing it from the medium square toe to the NEW EXTREMELY NARROW SQUARE (CUSTOM TYPE) TOE. Beautiful Brown Calf vamps, with Brown Kid tops, fully lined. Four rows of silk stitching in an attractive pattern—with white beading and white dots around the top to add color. It's a conservative 10" height, Tan boot, with 2" heel, with stitching on the vamp, as shown.

10 INCHES HIGH

SIZES:	A—7½	to 12
In Stock	B—7	to 12
	C—7	to 12
	D—5	to 12

No. F3535

No. F3535—Here is a most striking boot. A new design and pattern that appeals to the most exacting critic of fine footwear. Genuine imported Australian, Black Kangaroo vamps, with Black Kid tops. Four rows of a new and beautifully stitched pattern, with a harmoniously inlaid design around the top, plus a strip of white beading. Tops of vamps and counters have been perforated, as is noted. Extremely NARROW SQUARE (CUSTOM TYPE) TOE, 2" heel, and 10" tops. The newest and most attractive number in our line.

10 INCHES HIGH

SIZES:	B—7	to 12
In Stock	D—5	to 11

★ 2 NEW FEATURES

Justin's New Narrow Square (Custom Type) Toe

JUSTIN'S NARROW SQUARE TOE

Justin's New Narrow Square Custom Type Toe is constructed on a new expertly made last, not on old lasts which have been "whittled down" at the toes. That is the reason they look so neat, fit so well, and are so popular. This style of toe is used on several new numbers. Look for the circle at the left which designates a new narrow square toe.

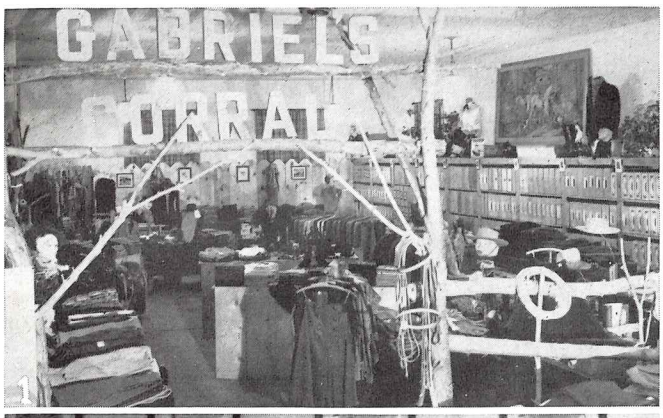
Justin's Cushioned Side Walls
(PATENT PENDING)

JUSTIN'S CUSHIONED SIDE WALL

An exclusive Justin feature. Note in the drawing how the soft felt cushion lies snugly between the vamp and the leather lining at the Inside and Outside Ball where there is the greatest pressure. This feature adds greatly to comfort and wear, and is only used in our full leather lined Boots. Look for the design at the left—beside a boot, it will designate Justin's cushioned side walls.

They Have All the Famous Justin Features

Dealers and Wearers



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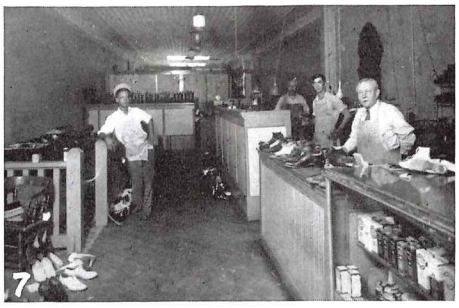
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1 This is Gabriel's Corral, where the Gabriel Brothers sell Justin Boots in San Bernardino, California.

2 Gene Sedwick and J. P. Baldwin of the Running W Saddle Shop on the famous King Ranch at Kingsville, Texas. They have stocked Justin Boots exclusively for a quarter of a century. King Ranch authorities prefer Justin's because they have stood the test.

3 At Perryton, Texas, a town of only 2,832 people, Mr. Roy Orrill (hat on) and Mr. Ed McMillen carry a $1,200.00 stock of Justin Cowboy Boots in their Men's Wear Store.

4 For 20 years A. B. Egland has been a satisfied Justin dealer at his colorful saddle shop in Douglas, Arizona.

5 AND 6 Paul Horning sells Justin Boots from his spacious luggage and leather goods shop in Bakersfield, California.

7 The Strid Shoe Shop, long established in Austin, Texas, has been selling Justin's profitably for several years. W. J. Evers is proprietor.

8 Justin Boots are sold in a picturesque atmosphere by Bacon and Edwards in their sporting goods store at Shreveport, Louisiana. The cut shows the entrance to the boot and shoe department.

5

6

Justin Cowboy Boots

No. X3350

No. X3350—A beautiful new brown boot with glossy brown calfskin vamps, cushioned side walls and brown kid tops carrying a very unusual white inlay design. There are three rows of colorful silk stitching artistically traced on these tops. It has the new medium square (x) toe stitched as shown, and is made 10″ high with a 2″ heel.

10 INCHES HIGH

SIZES:
In Stock D—5 to 12

JUSTIN'S NARROW SQUARE TOE

JUSTIN'S CUSHIONED SIDE WALL

ORVIS T. DENU THOMAS DENU

STOCKYARDS SADDLERY CO.
HARNESS, SADDLES AND LEATHER GOODS
OKLAHOMA CITY, OKLA.

"Having sold Justin Boots at retail for the past 18 to 20 years we find that they are one of the most profitable lines in the store.

"Because of their popularity among western people we heartily recommend them not only to our many personal friends but to merchants throughout the entire Middle West. We handle several brands of boots, but we find that we sell more Justin's than we do all the others put together.

"We want to thank Justin for continuing to help make our store prosper."

Orvis T. Denu

No. R3495

No. R3495—Because many of our customers continue to express preference for a round toe boot, we are stocking this style. It is a most attractive number with Black Calfskin vamps, black kid tops with four rows of silk stitching, in a combination of colors and patterns that make this boot very desirable. Made 12″ high with 2″ heel and stitched round (R) toe.

12 INCHES HIGH

SIZES:
In Stock E—5 to 11

JUSTIN'S NARROW SQUARE TOE

JUSTIN'S CUSHIONED SIDE WALL

1 Mr. Jack Bailey of Norwood, Colorado, who started wearing Justin's in 1916 and has been a constant wearer ever since. He buys his boots at the W. D. Allison Saddlery in Montrose, Colorado.

2 Roy Orrill with Jim Sims, large cattle shipper of Oklahoma. Mr. Sims always wears Justin Kangaroo Cowboy Boots.

3 A prominent rancher who favors Justin's is Mr. Larry LaRom, President of the Valley Ranch Company at Valley, Wyoming.

4 Mr. R. R. Shipman, owner of the S. & H. Department Store in Coleman, Texas, is also a Rodeo Official and booster for Justin Boots.

5 Out on the range Justin's are popular with W. P. Roduner (left) and C. A. Blauert.

6 Peace officers like Clayton Jordon, Chief of Police of Monahans, Texas, are usually found wearing Justin Boots. Chief Jordon buys his at The Fair Dept. Store.

7 Champions wear Justin's, as does Ernest Poage, Champion Cowboy of San Benito County, California, who always takes first prize in the annual Stake Race.

8 Ewel Byers, age 17, of Winters, Texas, is wearing his second pair of Justin Boots. He intends to keep on wearing Justin's.

9 Where you find a rancher you find Justin Boots. He is Willie Henderson, owner of a 4,000-acre ranch near Coleman, Texas, sporting a new pair.

10 Oil men and wheat farmers like Justin Cowboy Boots. Holly Palmer is both at Perryton, Texas, and is a constant wearer of Justin's.

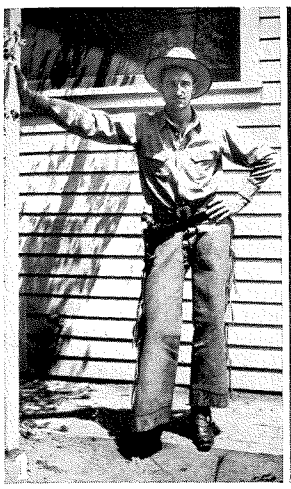
11 A wearer of Justin's for 30 years is Billy Howell, proprietor of Holm Lodge and member of the Advisory Board of the Dude Rancher's Association, Cody, Wyoming. He buys his boots from Dave Jones.

12 Merchant and rancher, Elmo Van Meter of the Army and Navy Store and owner of the V Ranch at Maud, Oklahoma, wears and sells Justin Boots.

13 An old timer who knows his boots is I. N. Jasper of Friona, Texas. He's been wearing Justin's since 1915.

Justin Boots Famous on Every Range

Dealers and Wearers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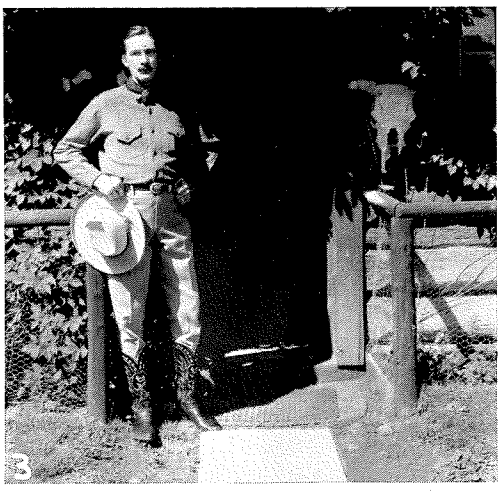
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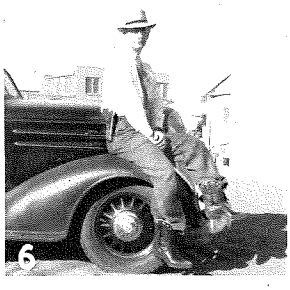
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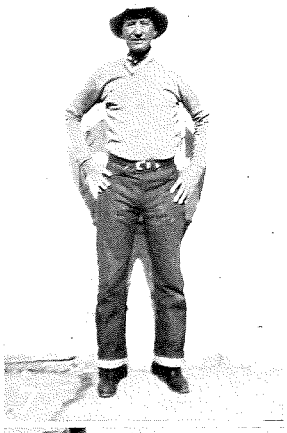
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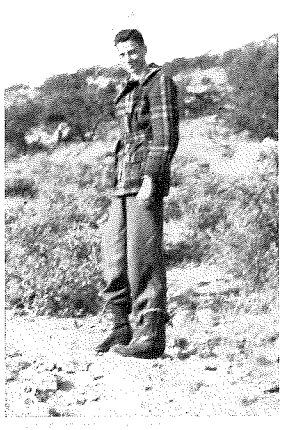
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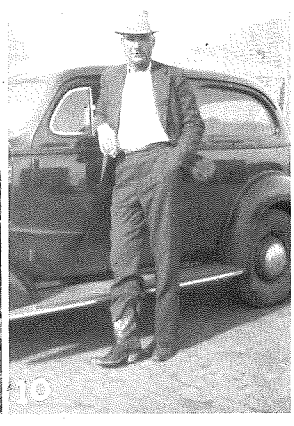
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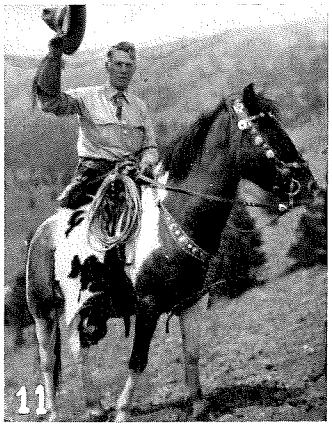
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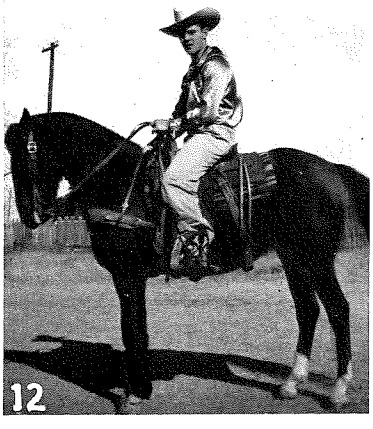
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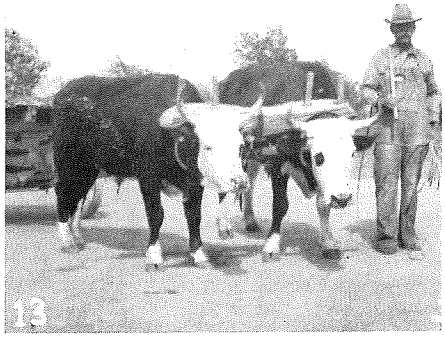
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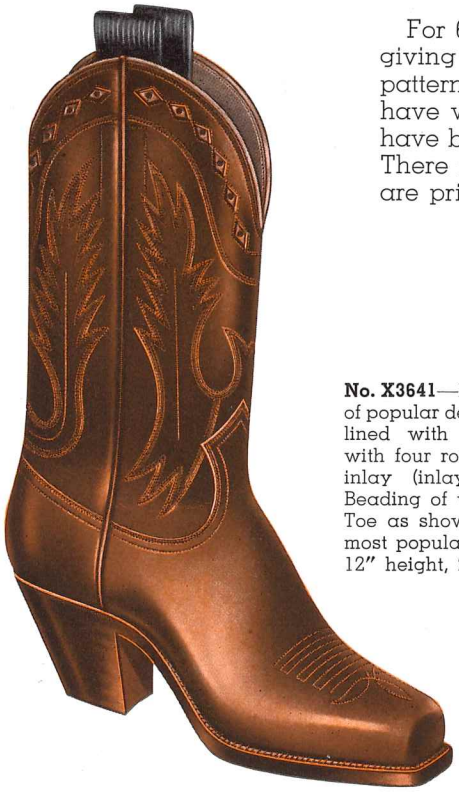
Justin's the Line for '39

Justin Cowboy Boots



For 60 years Justin Cowboy Boots have been on every range—giving satisfaction to thousands of wearers. The wide range of patterns and materials, as well as the high quality of workmanship, have won for Justin Boots a high place in the West—where they have become a Standard by which other boots have been judged. There is a boot listed here for every type of customer—and they are priced right.

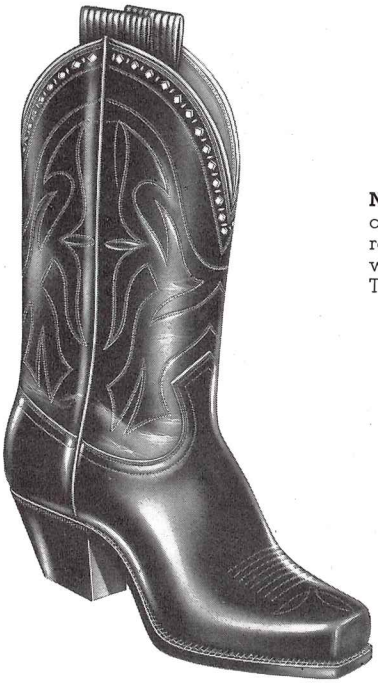
No. X3641

No. X3641—Placed in the line again because of popular demand. Tan Russian Calf Vamps lined with soft, Brown glossy kid tops with four rows of silk stitching and double inlay (inlay within inlay) around top. Beading of white leather. Medium Square Toe as shown. Most beautiful design and most popular Boot we have ever produced. 12" height, 2" heel.

12 INCHES HIGH

SIZES: B—7 to 11
In Stock D—5 to 11

JUSTIN'S CUSHIONED SIDE WALL



No X3214

No. X3214—Smooth Black Calf, Vamps and Tops of the same material. Two rows of silk stitching, white inlay and white beading at top. MEDIUM SQUARE TOE. 2" heel, 12" height.

12 INCHES HIGH

SIZES: B—7 to 11
In Stock D—5 to 11

JUSTIN'S CUSHIONED SIDE WALL

R. F. TENER
OKLAHOMA CITY, OKLA.

"We wish to state that our association with the Justin Boys has been most pleasant.

"Justin boots and shoes are of top quality—their service A-1. We have done a wonderfully good job with Justin products."

Ray F. Tener

1 A. S. "Lefty" Rowe of San Bernardino, California, is a shoe dealer, rodeo manager, and booster of Western riding regalia including Justin boots.

2 Cowboy Boots in the East! Ray Watson (right) and E. A. Benbow from Texas wear their Justin's to the Rotary International at Atlantic City, New Jersey.

3 Mr. Herbert Morris, druggist of Monahans, Texas, always wears his Justin boots.

4 They start young in Oklahoma. Carl M. Senter, Bob Rotan, and Carl H. Senter with an extra pair of Justin's from the Army Store in Hobart.

5 Mr. Hershel H. Goss of the Army and Navy Store in Maud, Oklahoma, wears and sells Justin boots.

6 A prominent wearer of Justin boots in Coleman, Texas, is Mr. Walter Gordon, business man and rancher.

7 To prove that Justin's add to a smart appearance take a look at Mr. Frank Hurdt of Hobart, Oklahoma.

8 Mr. John Norman, typically shod in Justin Cowboy Boots, as are most foremen of big ranches.

9 This charming wearer of Justin's is Miss Mildred Simmons of Coleman, Texas.

10 Mr. Dee Smith, business man of Echo, Texas, looks proud of his new Justin boots.

11 Mr. W. R. Tisdale, farmer and ranchman at Coleman, Texas, has long been a Justin boot wearer.

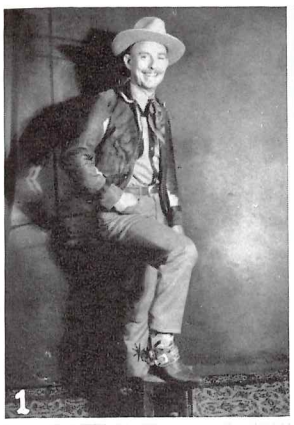
12 Wheat farmer, rancher, and handler of cattle and buffalo is Jop Franz of Oklahoma. Of course he wears Justin boots.

13 Mr. O. T. Denu and Domino. Mr. Denu is owner of the Stock Yards Saddlery Co. in Oklahoma City. He credits Justin boots with helping his store to prosper.

14 Arena Director, J. O. "Jim" Selman, welcomes all comers to the 11th Annual Elks' Rodeo to be held in Woodward, Oklahoma, in September, 1939.

15 Mr. Albert Nashelsky deals in Justin boots at his store, The Star-Model, in Woodward and is financial director of the Elks' Rodeo.

Dealers and Wearers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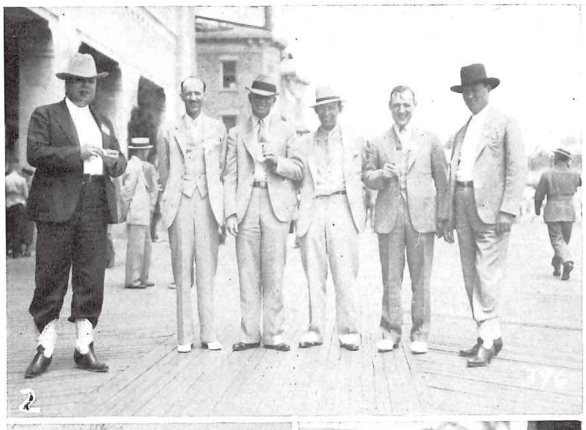
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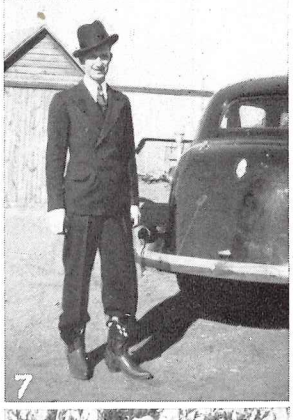
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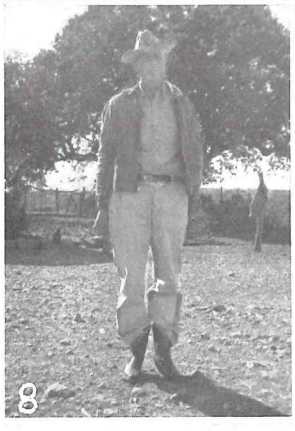
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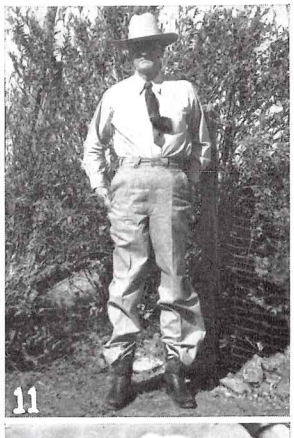
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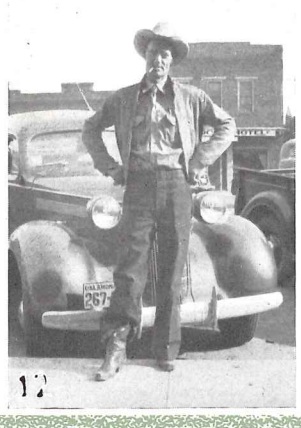
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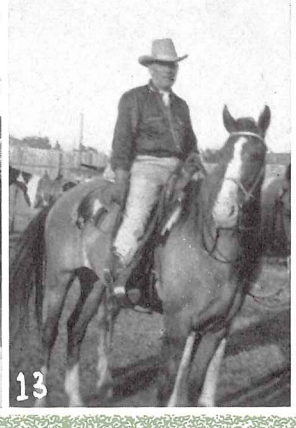
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Satisfied Customers Our Best Advertisement

Justin Cowboy Boots

No. F3312

No. F3312—Another handsome new "in stock" number. Made with beautiful Black Calf Vamps —full leather-lined Black Kid Tops with plenty of White Kid Inlay blended into the top with two rows of silk stitching. It has the new Extremely Narrow square custom toe, stitched as shown. 10" high with 2" heel. Cushioned side walls.

10 INCHES HIGH

SIZES: B—7 to 12
In Stock D—5 to 12

JUSTIN'S CUSHIONED SIDE WALL

JUSTIN'S NARROW SQUARE TOE

No. F3412

No. F3412—This new style is of a most unusual design, yet a conservative dress boot. It is made entirely of deep Dark Brown (Cordovan Color) Calf—completely leather-lined. The Tops are inlaid with white diamonds, with white leather woven around the Top. The stitching is two rows of blue silk. Spotted piping on scallop edge completes the boot. The stitched toe is the new Extremely Narrow square style. 10" high with 2" heel.

10 INCHES HIGH

SIZES: B—7 to 12
In Stock D—5 to 11

DESCRIPTION OF PICTURES ON OPPOSITE PAGE

1 From San Augustine, Texas, comes word from H. H. Lovell, owner of Lovell's, who says many of his customers wear Justin Boots exclusively.

2 This is the 22nd pair of Justin's for O. G. Wolf, merchant and ranchman of Austin, Texas. Retail $65.00.

3 Here is Mr. O. G. Wolf himself, wearer of the fancy Cowboy Boots pictured at left.

4 An interesting and attractive display of Justin's in the window of A. S. Rowe's boot and shoe store in San Bernardino, California.

5 They all wear Justin's in Coleman, Texas. Mr. and Mrs. E. W. Bridwell and Mrs. R. R. Shipman (left) are proud of theirs.

6 Mr. E. B. Orr of Frederick, Oklahoma, praises the Justin Fighter Work Shoe for always standing at least two years of hard service on gritty pavement.

7 Ellis Liebman sells Justin's at The Fair, Frederick, Oklahoma, with pleasure and confidence, because he knows Justin's will please his customers.

8 Clerk Claud Goss of Maude, Oklahoma likes to show off his own pair of Justin's when he's not selling them in the Army & Navy Store.

9 Style conscious young college men like Alvis Morris of Ochiltree County, Texas, prefer Justin Cowboy Boots for all dress occasions.

10 During 40 years of ranching on Wolf Creek in Ochiltree County, Mr. Val McLanahan has been a constant wearer of Justin Kangaroo Cowboy Boots.

11 No true son of the West could pass the show window of Hassen Brothers, Wewoka, Oklahoma, without stopping to gaze longingly at the Justin Boots and Cowboy hats.

12 Young Mr. Jack McCandless, grandson of J. M. McCandless who owns The Army Store in Hobart, Oklahoma, is following the family tradition of wearing Cowboy Boots by Justin.

13 This is Miss Harrison of Monahans, Texas, who always wears her Justin's when she goes deer hunting west of the Pecos. She bagged her buck this year, too.

14 Mr. George M. Burkhardt of Frederick, Oklahoma, certainly looks happy. It is probably the result of having worn Justin Easy Walker Shoes for the past five years.

15 In Hollywood, California, where the smartest and the finest are in demand, Justin Cowboy Boots are sold by the Mayfair Riding and Sports Shop.

They Have All the Famous Justin Features

Dealers and Wearers

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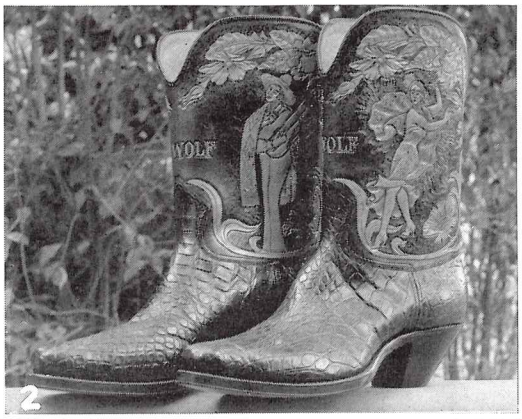

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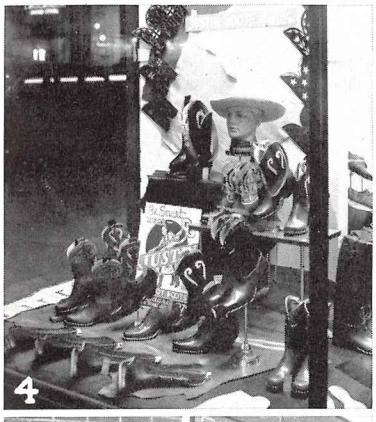
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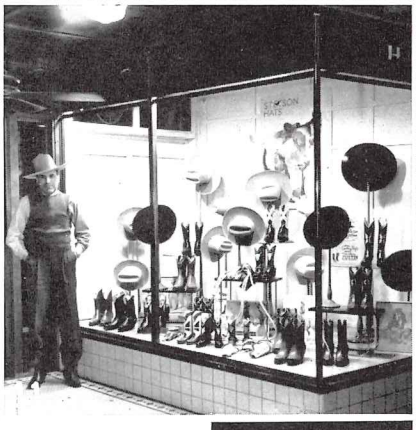

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Justin's the Line for '39

Justin Cowboy Boots

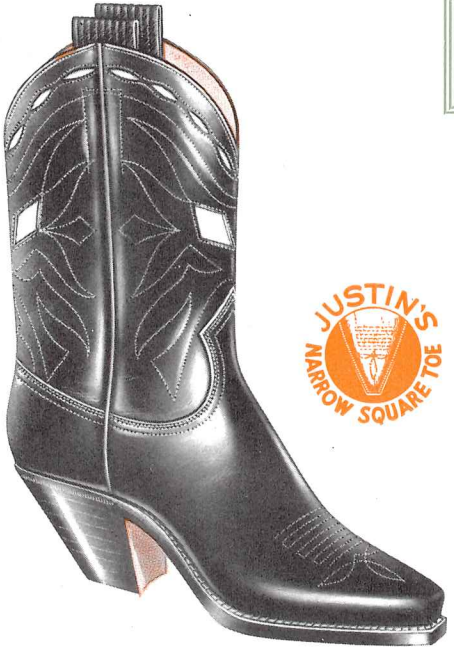
No. F5346

No. F5346—This is a popular priced Boot. Made with the new Custom Type Toe (Justin's Narrow Square Toe Last) that makes a handsomer, and more attractive Boot. The Vamps are made of Tan Elk, while the tops are of Brown Kid with white diamond shape inlays, as shown—the two rows of ornamental stitching make this a most popular Boot. The height is 10", the heel a special solid 1⅝" cowboy heel.

10 INCHES HIGH
SIZES:
In Stock D—5 to 11

JUSTIN'S
LONGHORN
BRAND

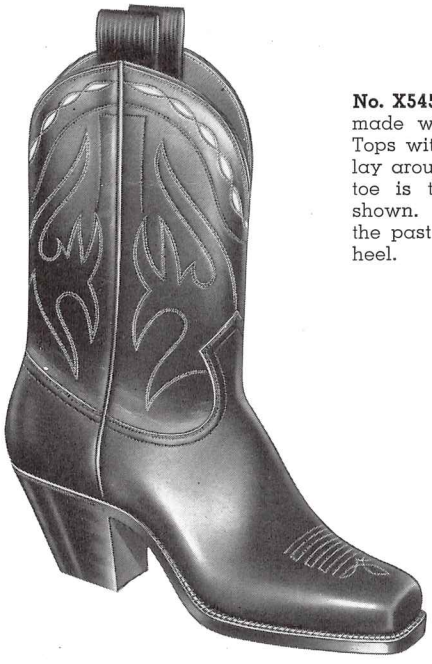
Some years ago Justin introduced the Longhorn Brand Boot to meet the demand for a well-built, low-priced cowboy boot. We are producing these Longhorns on such a narrow margin that we must ask you to confine your orders to the numbers shown. However, these numbers can be made up on special order in any combination of regular features listed. In every Justin Longhorn Brand Boot you have all the features that make JUSTIN BOOTS famous—the Justin Steel Arch, the Justin Insole, the Justin Invisible Middlesole and the Justin "Selected" Outsole.



No. F5361

No. F5361—This is a new 10" top boot, made with Black Elk Vamps and Black Kid Tops. The Inlay is white diamonds as shown, and the stitching is one row in a very attractive pattern. Made with 2" heel and the new Extremely Narrow Square Justin stitched toe.

10 INCHES HIGH
SIZES:
In Stock D—5 to 11



No. X5454

No. X5454—A splendid boot, simple of pattern, made with Black Elk Vamps and Black Kid Tops with two rows of stitching and white inlay around top, along with white piping. The toe is the medium square toe, stitched as shown. This Boot has been extremely popular the past few years. Made 12″ high with 2″ heel.

12 INCHES HIGH

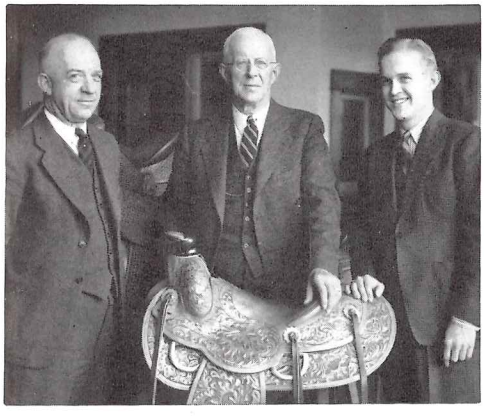
SIZES:
In Stock D—6 to 11

No. R3052

No. R3052—A real service boot with a round toe and simple but attractive tops. Made with California tanned, long-wearing Black CERECO Vamps and Black Kid Tops stitched with the Original Justin Design that has been copied so many times in the past. Black piping completes this neat boot. Constructed 12″ high with 2″ heel.

12 INCHES HIGH

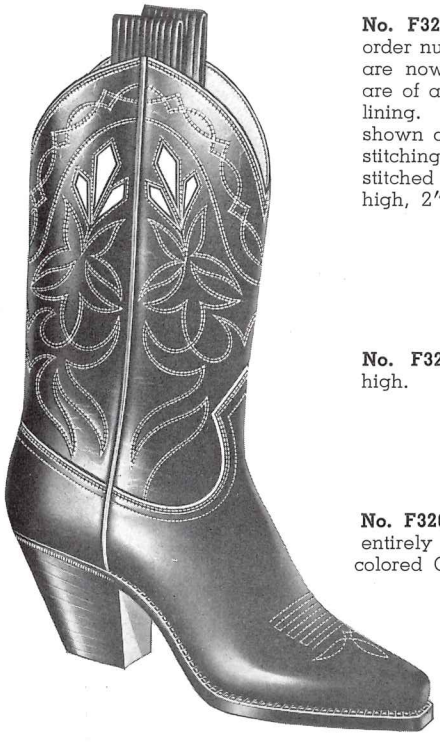
SIZES:
In Stock E—5 to 12



The wisdom and experience of three generations directs Hamley & Company of Pendleton, Oregon, maker of fine leather goods and distributors of Justin Cowboy Boots and ranch supplies. Here they are: L. H. Hamley, J. J. Hamley and J. David Hamley.

Although the San Francisco Sheriff's Posse is actually deputized by Sheriff Daniel C. Murphy, their functions are not those of police. It is a band of twenty-eight men—lawyers, doctors, authors, statesmen and ranchers, who love to ride forth together decked out in ten-gallon hats, and fancy Cowboy Boots to uphold the colorful traditions of Old California and promote the sport of stock horsemanship.

Justin Cowboy Boots



No. F3254

No. F3254—This design has been a special order number but it has proved so popular we are now stocking it. Both Vamps and Tops are of a Domestic Black Calf, with full leather lining. The Tops are inlaid with white as shown and stitched with a double row of silk stitching. Made with the new Narrow Square stitched toe, and cushioned side walls. 10" high, 2" heel.

10 INCHES HIGH

SIZES: A—7½ to 12
In Stock C—7 to 12
D—5 to 11

No. F3258

No. F3258—Same as above excepting 12" high.

12 INCHES HIGH

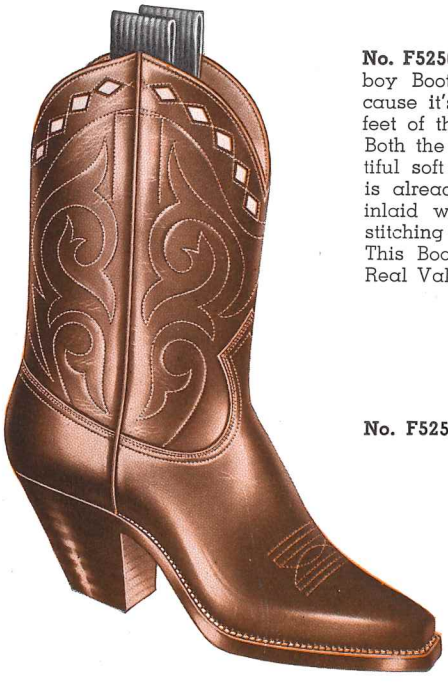
SIZES:
In Stock D—5 to 11

No. F3264

No. F3264—Same as No. F3254 except made entirely of Bond Tan (a very, very light tan colored Calf).

10 INCHES HIGH

SIZES:
In Stock D—5 to 11



No. F5256

No. F5256—We call this the "Drug Store Cowboy Boot," not because it's "sissy" but because it's soft and pliable, and easy on the feet of those unaccustomed to Cowboy Boots. Both the Vamps and Tops are made of beautiful soft glove-like Brown Kid leather, which is already a proven favorite. The Tops are inlaid with small white diamonds, and the stitching is traced in a very pleasing pattern. This Boot is 10" high with a 1⅝" heel. A Real Value in a Justin Longhorn.

10 INCHES HIGH

SIZES: B—7 to 12
In Stock D—5 to 11

No. F5252

No. F5252—Same as above except Black Kid.

10 INCHES HIGH

SIZES: B—7 to 12
In Stock D—5 to 11

JUSTIN'S NARROW SQUARE TOE

JUSTIN'S CUSHIONED SIDE WALL

Clinton, Oklahoma.

"In 1934 we started with three pairs of Justin's $10.00 boots in stock. We kept adding to our stock and selling more and more boots until now we carry a stock of Justin's valued at about $1,200.00. We also place many orders for made-to-measure boots.

"We have pushed and talked Cowboy Boots by Justin until now everyone in our territory thinks they are tops and knows that Rambo's carry them. We have worked hard to build up our stock and we try to do our part in selling Justin Boots to the public. Of course, there are other boots sold in this territory but we impress our customers with the idea that when they want a good boot to buy Justin's. It means more money for us. We ask all of our customers to recommend Justin Boots to their friends and to remind them to come to Rambo's when they buy. The Arch construction of the Justin Boot and the good it does, seems to be the best selling point we bring out in selling Justin's."

RAMBO'S,
Ben Levine, Owner.

---

10 Commercial Street
Camborne, Cornwall
England

"I received the new brown riding boots yesterday and am delighted with them. They are a perfect fit and just what I wanted. They are beautifully soft and light and very smart. They look fine with my new Frontier pants. Many thanks for having them made for me, and I'd be pleased if you would let the Justin Boys know how much I appreciate the fine job they have done I particularly like the colored silk and the new stitched design on the tops. In fact, I'm as proud of them as can be."

KEITH HEYNES.

Ivor Moreton
27 Amhurst Park
Stamford Hill, N. 16
London, England

"Will you please oblige me with a catalog and price list of your Cowboy Boots. I met a rodeo cowboy from Fort Worth in London, England, and he suggested that I write to you. With thanks."

JOHNY REGAN,
"Ivor Moreton."

M. G. Derumaux
8 Boulevard Cotte
Enghien les Bains
(S et O) France

"Being interested in cowboy life and western ranch equipment, I would be glad if you could send me your catalog for Cowboy Boots and price list.

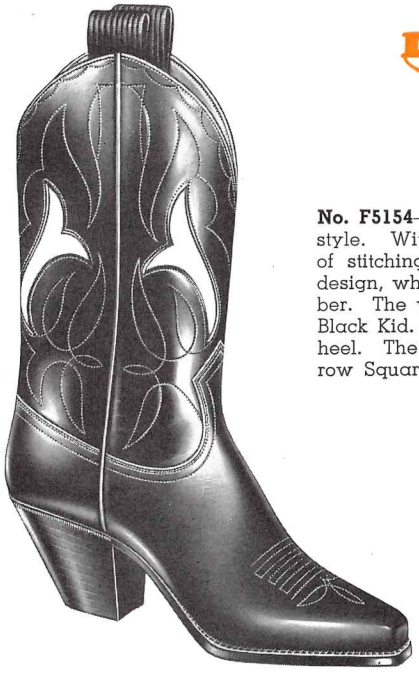
"Thanking you in advance, believe me."

DERUMAUX.

Member of the Lasso Club, Paris, France.

Comfort is Found in Every Pair of Justins

Justin Cowboy Boots



JUSTIN'S LONGHORN BRAND

No. F5154

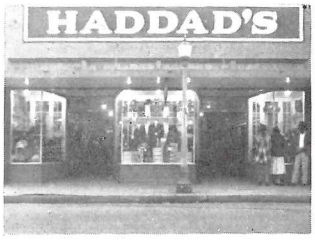
No. F5154—This is a popular Longhorn Brand style. With White Inlay and a single row of stitching, we have created this attractive design, which is proving a most popular number. The vamps are of Black Elk, the tops of Black Kid. The boot is 12" high, with a 1⅝" heel. The toe is the New Custom Type Narrow Square Toe and is tastefully stitched.

12 INCHES HIGH

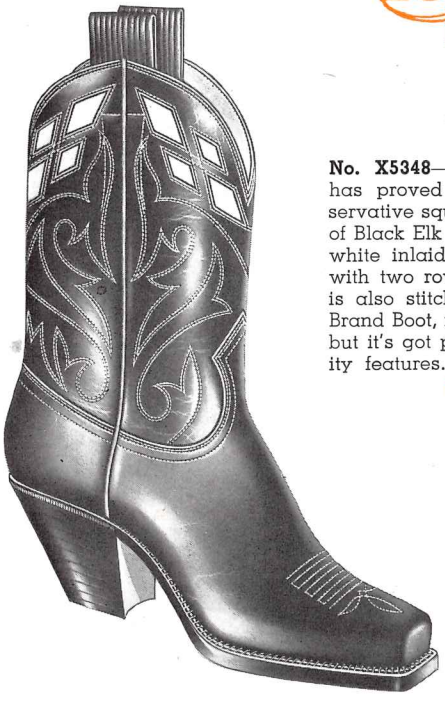
SIZES:
In Stock E—6 to 11

JUSTIN'S NARROW SQUARE TOE

William Haddad, at left, is the founder and oldest member of the firm of Haddad Bros. in Monroe, Louisiana. Joe Haddad, also a member of the firm, is in charge of the men's department. Below is their store, where they sell lots of Justin boots.



JUSTIN'S LONGHORN BRAND



No. X5348

No. X5348—A very handsome style that has proved popular made with the conservative square toe. The Vamps are made of Black Elk and the Tops of Black Kid with white inlaid diamonds as shown, blended with two rows of fancy stitching. The toe is also stitched. This boot is a Longhorn Brand Boot, made to sell at a popular price, but it's got plenty of those real Justin quality features. 10" high with 1⅝" heel.

10 INCHES HIGH

SIZES:
In Stock D—5 to 11

JUSTIN'S NEW MEDIUM NARROW SQUARE TOE

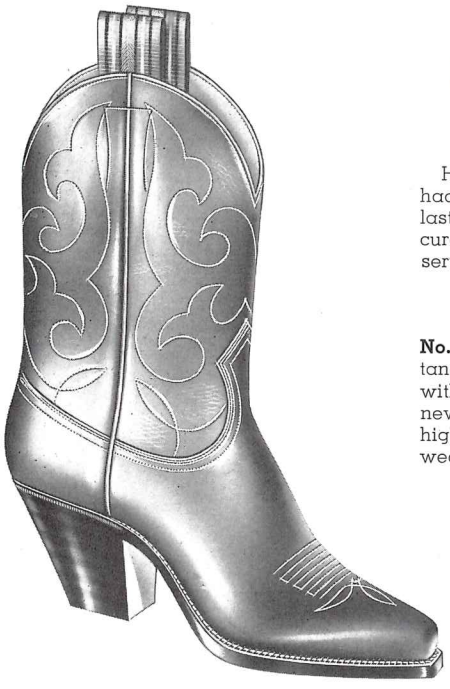
WHITEHILL'S
THE HUB
SALINAS • CALIFORNIA

"We sell a large quantity of Justin Boots during the course of the year. In Salinas we hold every July the biggest Rodeo in America, and we supply the famous cowboy participants with Justin Boots. We also supply many screen celebrities who pass through Salinas and who write for them.

"Our frank opinion is that Justin's is the greatest boot line made. Every boot is uniform. The workmanship is beyond criticism and the many designs we handle are most attractive. The durability and wearing qualities are so marvelous that in the many years we have been handling them we have never had a complaint in regard to the service Justin Boots give. We have had only praise from our many customers in different walks of life."

They Have All the Famous Justin Features

Justin Cowboy Boots



JUSTIN'S LONGHORN BRAND

Hundreds of our Dealers' customers had us make this Boot special for them last year. This made it difficult to secure fill-in sizes, so we are stocking this serviceably built boot.

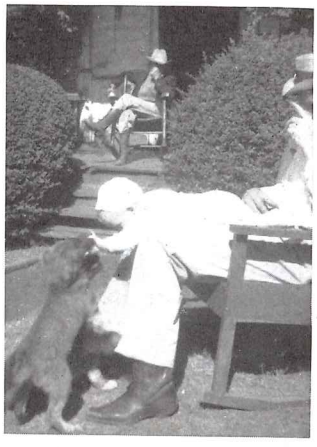
No. F5104

No. F5104—Made entirely of Black Retan. Stitched on top and toe as shown with one row of stitching. It has the new Narrow Justin Square Toe, 10" high with 2" heel. A boot built for wear.

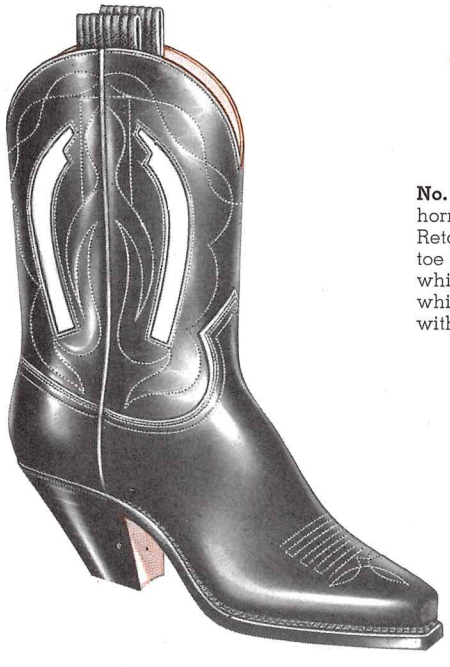
10 INCHES HIGH

SIZES:
In Stock D—5 to 12

JUSTIN'S NARROW SQUARE TOE



Mr. P. W. Sublett, third generation of veteran farmers of East Texas on the porch of the fine old Sublett home near San Augustine. The son, H. W. Sublett, fourth generation, is in the yard. Mr. Sublett has worn Justin Boots longer than any one else in San Augustine. Both he and his sons buy them from Lovell's and wear them practically every day.



JUSTIN'S LONGHORN BRAND

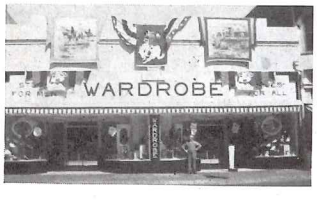
No. F5175

No. F5175—A new, popular priced Longhorn Boot for this year. It has Black Retan Vamps, stitched narrow square toe and smooth Black Tops inlaid in white as illustrated, with one row of white stitching. Made in 10" height with 2" heel.

10 INCHES HIGH

SIZES:
In Stock D—5 to 11

JUSTIN'S NARROW SQUARE TOE

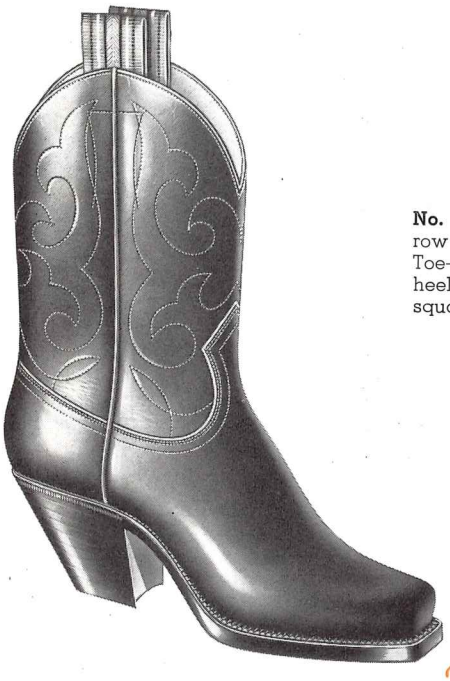


The Wardrobe, owned by Chas. Hyman and Son, a Justin dealer in Hollister, California. The store front is decorated for the San Benito County Rodeo celebration.

They Have All the Famous Justin Features

Justin Cowboy Boots

10 INCHES HIGH



JUSTIN'S LONGHORN BRAND

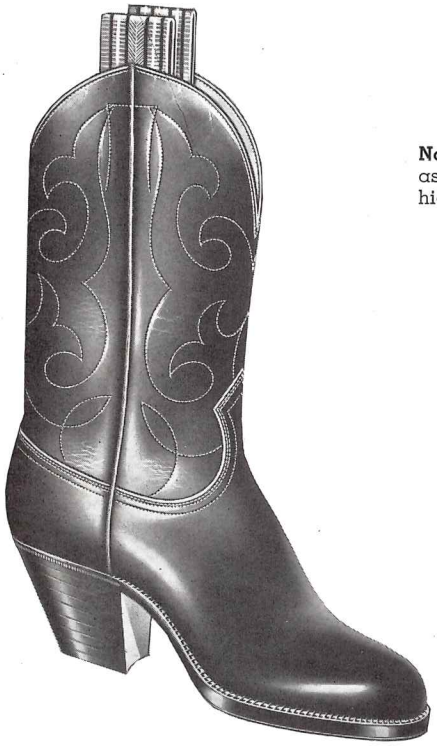
No. X5103

No. X5103—Made of Black Retan with one row of ornamental stitching, Medium Square Toe—Justin Standard solid leather 1⅝" heel. This Boot made 10" high with a square toe only.

10 INCHES HIGH

SIZES:
In Stock D—5 to 11

12 INCHES HIGH



No. R5110

No. R5110—This Boot is exactly the same as the above number except it is made 12" high and with a Regular Round Toe.

12 INCHES HIGH

SIZES:
In Stock E—5 to 12

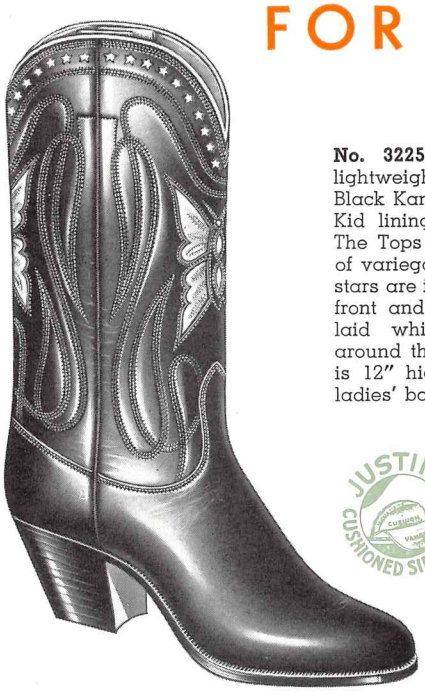
JUSTIN'S LONGHORN BRAND

NOTICE

These two styles are never made to individual measure or in single pair lots. However, heights and widths not listed can be supplied in case lots of six pairs or more for delivery in 30 days.

Justin Western Boots

FOR THE LADIES



No. 3225J

No. 3225J—A new attractive Ladies' lightweight Western Boot. Vamps of soft Black Kangaroo (will not scuff) with Soft Kid linings and cushioned side walls. The Tops are Black Kid with four rows of variegated silk stitching. Small white stars are inlaid around the top, while the front and back both carry beautiful inlaid white Butterflies. The beading around the top is also white. This boot is 12" high and is made on a Special ladies' boot last.

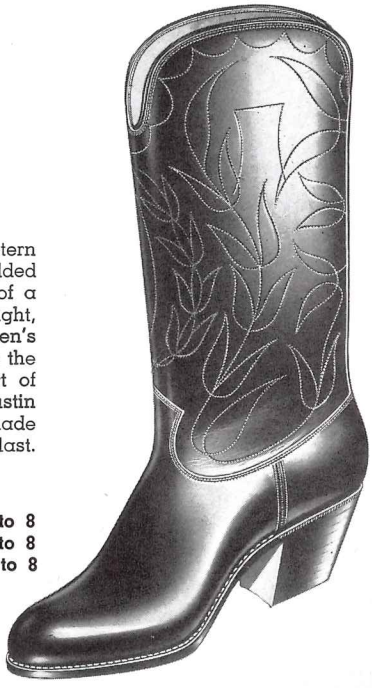
12 INCHES HIGH

SIZES: A—5 to 8
In Stock C—4 to 8

JUSTIN'S CUSHIONED SIDE WALL

Don't Forget the Ladies

Cowboy Boots are popular with the ladies, too—for riding, hiking, campus wear and other outdoor activities, and for rough weather. The high heels, perfect arch and the distinctive appearance appeal to them especially. When you stock up, "don't forget the ladies." These ladies' cowboy style boots are real sales makers.



No. 3036J

No. 3036J—A new one-piece top Western Boot for Women which we have added to this year's line. Made entirely of a beautiful, soft Black Calf, light in weight, and extremely adaptable to women's boots. The one-piece top eliminates the side-seam, and adds to the comfort of the Boot. The heel is a standard Justin Cowboy Boot heel and the last is made on the Special woman's round toe last. The boot is 12" high.

12 INCHES HIGH

SIZES: A—5 to 8
In Stock B—4 to 8
C—4 to 8

JUSTIN'S CUSHIONED SIDE WALL

No. R1685

No. R1685—Many women spending more and more time in the saddle require a service boot, one that will be practical for riding. Here we have an entirely new number made with smooth black kid tops and soft black elk vamps that will wear and wear and wear. White inlay and one row of white stitching, plus white piping at the top make this boot very attractive. The toe is stitched as illustrated. It has a slightly heavier sole than is customarily used on women's boots so it will give extra service.

In Stock 12" height, 1⅝" Cowgirl heel.

12 INCHES HIGH

SIZES:
In Stock C—4 to 8

Miss Billie Ruth Bryant, charming High School student of Monahans, Texas, who wears her Justin's smartly like a real daughter of the West.

There are Justin Boots for the Ladies Also

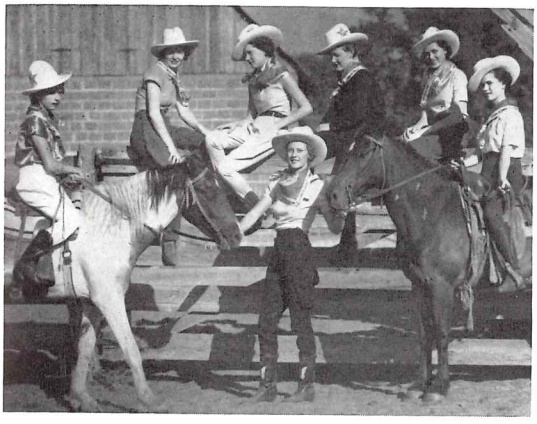
Justin Western Boots

JUSTIN Western Gypsies

Trade Mark Registered

FOR THE LADIES

These New and Beautiful Ladies' Western Cowboy Boots are made for Novelty wear. Yet they'll give plenty of service. They are made with extremely light weight soles — closely trimmed, and comparable in weight to the usual Woman's Goodyear Welt street shoes. The heel is the new Narrow type made on a Special Woman's Boot last. These numbers **are not made to individual measure,** and are made only 12″ high.

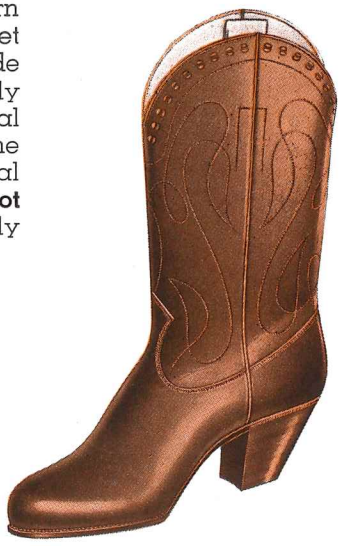


Getting ready for the Rodeo! This group of gallant Cowgirls is all set to ride in the Annual Elks' Rodeo at Woodward, Oklahoma. Standing in the center is Mrs. Bob Selman, and mounted at left is Miss Jeanette Nashelsky — both real Cowgirls and wearing their Justins'. The Elks' Rodeo is one of the big events of the year at Woodward and it attracts internationally famous contestants as well as expert local talent.

No. 1502

No. 1502—Both Vamps and Tops are made of smooth Black Kid, neatly stitched. Regular cowboy heel, but made on a Special Woman's Boot last.

SIZES: In Stock A—5 to 8, B—4 to 8, C—4 to 8



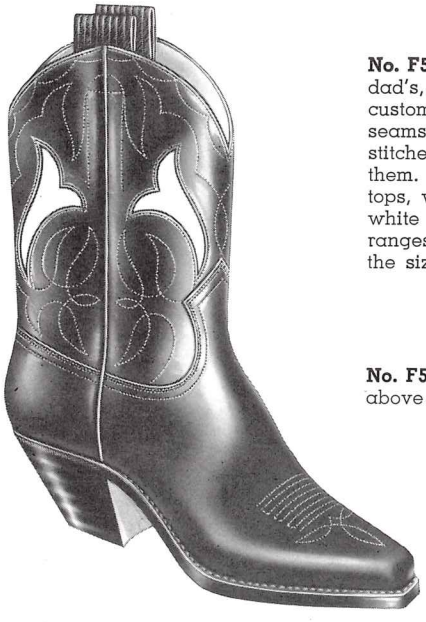
MADE ONLY 12 INCHES HIGH

No. 1512

No. 1512—Same as above style, but made in soft Brown Kid with all the same features as style above.

SIZES: In Stock A—5 to 8, B—4 to 8, C—4 to 8

JUSTIN BOOTS FOR BOYS



No. F5554

No. F5554—A new boys' boot, built like dad's, over the new, extremely narrow custom-type last, with welted side seams, standard Cowboy heel, and stitched on the toe like the boy wants them. Black Juvenile vamps, black kid tops, with white inlay, and one row of white stitching. Height of in-stock boots ranges from 8″ to 9″, depending upon the size.

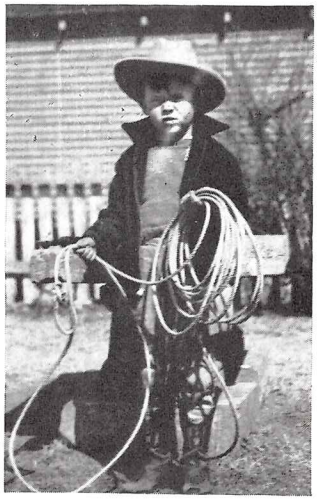
SIZES: In Stock B—3 to 7, D—1 to 5½

No. F5557

No. F5557—This boot is the same as the above except in brown.

SIZES: In Stock D—1 to 5½

The Justin Cowboy Boots listed here are in stock numbers. Into each pair goes the experience gained from over 60 years of manufacture. These boots are made just like the Regular Boot for men—except for Boys' Feet.



Young Phillip Armstrong, son of Carl B. Armstrong, Mangum, Oklahoma, wearing a pair of Justin Boots that is over ten years old. He is the third boy to outgrow them and they have since been given to a fourth boy. This one finally outgrew them too, and they are now put away as keepsakes of the family.

Justin Western Gypsies Are Very Popular

Dogies REG. TRADE MARK JUSTIN COWBOY SHOES

Cowboy shoes have been gaining popularity the last few years. They are made with the same care, on the same lasts, and from the same quality materials as the Regular Justin Boots. Every Boot wearer is a prospect so don't overlook this extremely profitable market. Order some Justin Cowboy shoes with your boots.

No. X900

No. X900—A high top square toe cowboy shoe made of Smooth Tan Calf—a very dressy shoe. Drill lined throughout. Long Leather Counters. A shoe that will take a real shine. The toes are artistically stitched.

SIZES: B—7½ to 12
In Stock D—5 to 11

No. X700

No. X700—The Shoe is exactly like No X900 except that it is made from Smooth Black Calf. The toe is also square and stitched.

SIZES:
In Stock D—5 to 11

No. X645

No. X645—An outstanding style in a BLUCHER type Cowboy Oxford. Made of Smooth Black Calf with leather lined quarters and Twill vamp linings. The heel is a Standard Justin 2" Cowboy Boot heel and the toe is the Medium Square Toe, tastefully stitched.

SIZES: B—7 to 12
In Stock D—5 to 11

No. X647

No. X647—This shoe is the same as the above number except it is made in smooth Very Light Tan Calf.

SIZES: B—7 to 12
In Stock D—5 to 11

Justin Cowboy Shoes

Dogies REG. TRADE MARK

No. 8000

No. 8000—This is a Justin Longhorn Brand Cowboy Shoe made of Black Retan, with the twill lined vamps and unlined quarters. A short counter, a round stitched toe, and a regular Justin Boot heel.

SIZES:
In Stock E—5 to 11

No. X8004

No. X8004—Made of Black Retan—exactly like No. 8000 except made with Square Toe.

SIZES:
In Stock E—5 to 11

No. F644

No. F644—The large number of sales of Kid Leather Cowboy Boots has prompted us to build this Brown Kid Cowboy Oxford. It is a beautiful shoe with the new custom narrow square stitched toe. It is soft, pliable and a real comfort to tired feed. 1 5/8" heel.

SIZES: B—7 to 12
In Stock D—6 to 12

JUSTIN "Caballero"

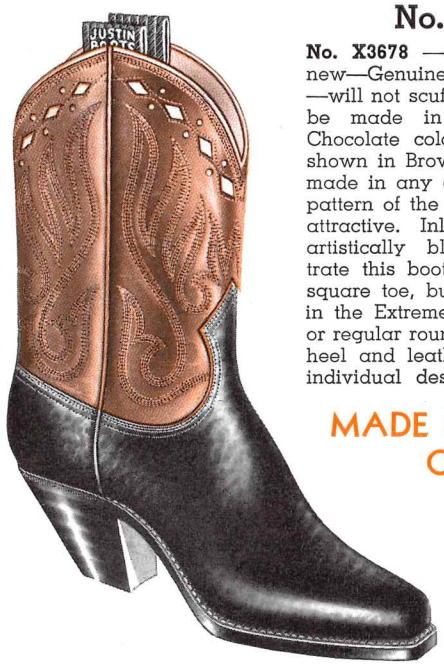
No. X500

No. X500—A new style Justin shoe made on a Cowboy Boot last with a Square Stitched Toe. This shoe is made from Smooth Tan Calf and is leather lined. Over the instep is a strap and buckle to adjust fit. The heel is a regular Justin Cowboy Boot heel. This is a popular seller.

SIZES: B—7 to 12
In Stock C—6 to 11
D—5 to 11

A New Justin "Cowboy Jodhpur" Style

Made to Measure Only



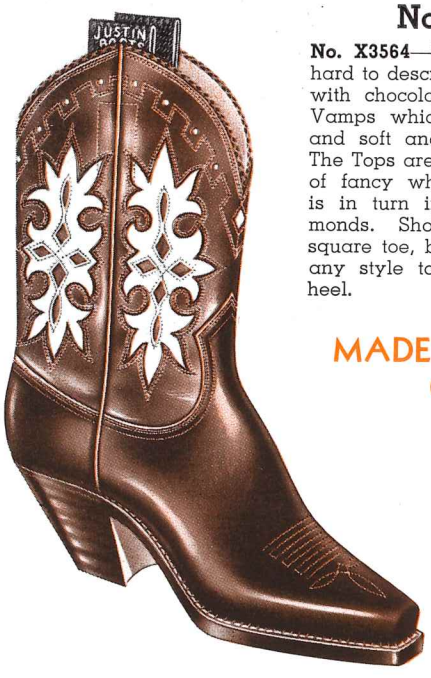
No. X3678

No. X3678 — Here's something new—Genuine Sharkskin Vamps —will not scuff nor scar and can be made in either Black or Chocolate color. The Tops are shown in Brown Kid, but can be made in any color desired. The pattern of the Tops is simple but attractive. Inlay and stitching is artistically blended. We illustrate this boot with the medium square toe, but we will make it in the Extremely Narrow Square or regular round toe. Size, height, heel and leathers all subject to individual desire.

MADE ON ORDER ONLY

JUSTIN'S CUSHIONED SIDE WALL

Mayor and outstandingly active citizen of Brenham, Texas, is Mr. Reese Lockett, merchant, rancher, farmer, International Rodeo contestant and official in famous rodoes throughout the world including New York, Chicago, London and Houston. Mr. Lockett has retailed Justin Boots in Brenham for 20 years and has always worn them himself. He says the combination last and the cushioned sidewall are responsible for the perfect fitting qualities of Justin's.



No. X3564

No. X3564—This elegant boot is hard to describe. We illustrate it with chocolate brown Kangaroo Vamps which are very dressy, and soft and easy on the feet. The Tops are Brown Kid with lots of fancy white underlay which is in turn inlaid with red diamonds. Shown with a medium square toe, but can be had with any style toe, any height, and heel.

MADE ON ORDER ONLY

JUSTIN'S CUSHIONED SIDE WALL

Typical Texan and successful boot dealer describes Mr. M. Dalkowitz, progressive merchant of San Antonio and Pearsall, Texas. Mr. Dalkowitz wears his Justin Cowboy Boots every day. In this picture he has on a pair of the "Touch of a Master's Hand" in 13-inch tops.

"Custom Made" Justin Boots Are Real Winners

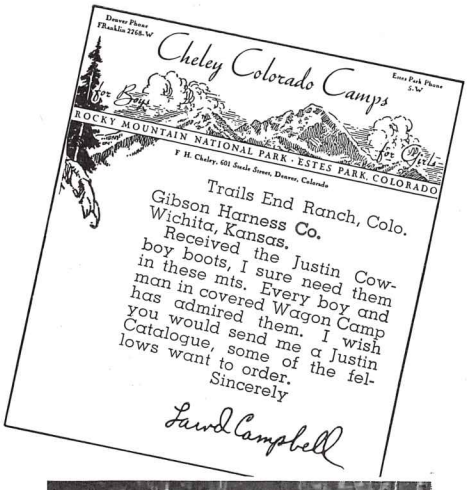
Made to Measure Only

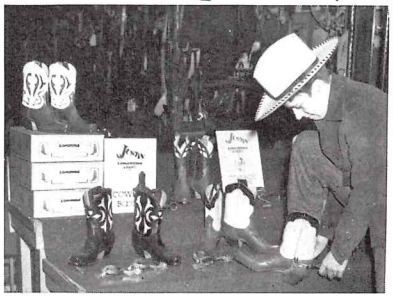
No. F3125

No. F3125—An entirely new boot. Another "First" for Justin. A "Tooled leather top pattern" in tan tooling leather, contrasting to the Brown Calfskin Vamps. The stamped design is a very elaborate floral motif so popular on hand-tooled leather products. This Boot is illustrated with the new Extremely Narrow Square Toe. It is stitched but can be made in either the medium square or round toe. Height of top is 10 inches but heel height is optional. Made on order only. Thirty-day delivery.

MADE ON ORDER ONLY

JUSTIN'S CUSHIONED SIDE WALL


Cheley Colorado Camps
ROCKY MOUNTAIN NATIONAL PARK · ESTES PARK, COLORADO
Trails End Ranch, Colo.
Gibson Harness Co.
Wichita, Kansas.
Received the Justin Cowboy boots, I sure need them in these mts. Every boy and man in covered Wagon Camp has admired them. I wish you would send me a Justin Catalogue, some of the fellows want to order.
Sincerely
Laurd Campbell



A typical scene in the interior of the Gibson Harness Company at Wichita, Kansas. This store is a favorite shopping spot with both Dudes and Cowhands over a wide territory, even as far away as Colorado, as Mr. Campbell's letter indicates. They all come here for their Justin's, and when they can't come they write for them.

No. F3450

No. F3450—Here's a pattern no artist has ever attempted to produce before. It is very unusual—a combination of very light tan colored calfskin Vamp and Black Kid Top. The dots are inlaid in white and the colored silk stitching put on in a checkerboard pattern. It's a boot they stop and look at. Illustrated with the new Extremely Narrow Square Toe but can be made as desired. Height of tops and heel are also optional.

MADE ON ORDER ONLY

JUSTIN'S CUSHIONED SIDE WALL

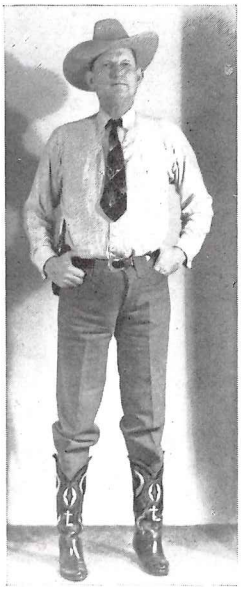
Made to Measure Only

No. F2660

No. F2660—This is a one-piece top design that has zip and beauty. Tops are of white washable calf, inlaid with black kid as shown. The vamps are of a medium shade of brown calfskin with a wing-tip of extremely dark brown or Cordovan colored calf. The contrast is beautiful. We show it with the extremely narrow square toe but we will make it as desired. We will also make this style in any combination of colors desired. It is illustrated 10 inches high.

MADE ON ORDER ONLY

JUSTIN'S CUSHIONED SIDE WALL



General W. W. Sterling of Corpus Christi, Texas, a typical son of the Old Southwest, has filled every office in the Texas Rangers from being a Ranger to the Adjutant General. General Sterling wears Justin Cowboy Boots exclusively and particularly likes the combination last and cushioned side walls — says they always give him a perfect fit. The boots in this picture were made for General Sterling in Black Kangaroo with his brand on the front.

No. F3795

No. F3795—An unusual white top boot. Washable White Calfskin inlaid with various colors desired. Red—Green—Blue. A very pleasing combination can be produced. In this picture we show the vamps made of black Calf with the new narrow square toe. Any style toe desired can be produced, however, as also can height of top and heel. Made on order only.

No. F3796

No. F3796—This boot is the same as illustrated above except made with Yellow Pin Seal Tops. A most outstanding boot.

MADE ON ORDER ONLY

JUSTIN'S CUSHIONED SIDE WALL

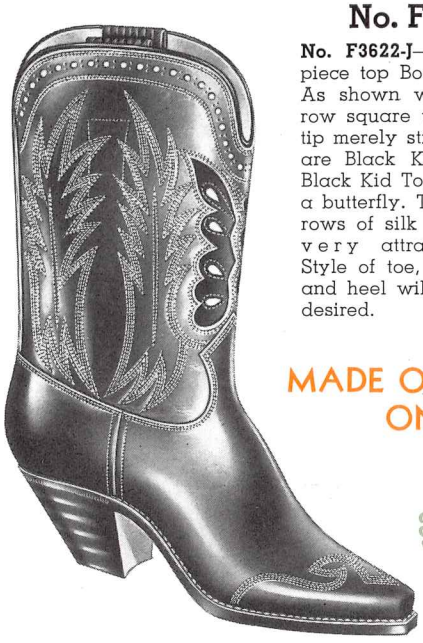
Made to Measure Only

No. X3695

No. X3695—A combination of Light Grey Calfskin and Dark Grey Calfskin. Made only of the finer grade calfskins that hold their color. It is a most unusual Boot — a startlingly new combination of colors—another "first" for Justin. The diamonds inlaid in the top are of white with attractive stitching pattern. The customer has selections of styles of toe, height of tops and heel.

MADE ON ORDER ONLY

JUSTIN'S CUSHIONED SIDE WALL



No. F3622-J

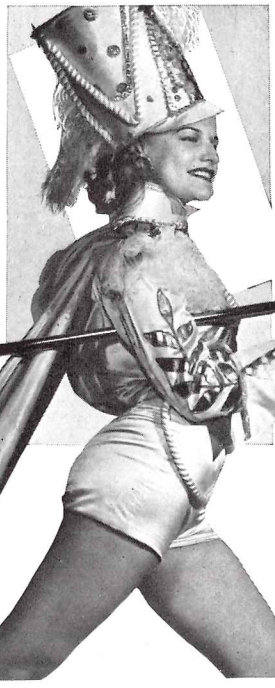
No. F3622-J—A new one-piece top Boot for women. As shown with new narrow square toe with wing tip merely stitched. Vamps are Black Kangaroo with Black Kid Tops inlaid with a butterfly. There are four rows of silk stitching in a very attractive design. Style of toe, height of top and heel will be made as desired.

MADE ON ORDER ONLY

JUSTIN'S CUSHIONED SIDE WALL

THE DRUM MAJORETTE

MADE IN SCHOOL COLORS



"Drum Majoretting" has been going on for a couple of years but only recently it has become so popular. Now, schools, bands and pep squads prefer sleek, high stepping, streamlined, slim waisted Majorettes. So Justin's answer to this demand is the "Drum Majorette"—a new beautiful boot made up in school or club colors, and a boot any girl will be proud to "strut her stuff" in. They are made to order only, because it would be very impractical to carry so many school color combinations in stock.

THE "DRUM MAJORETTE"

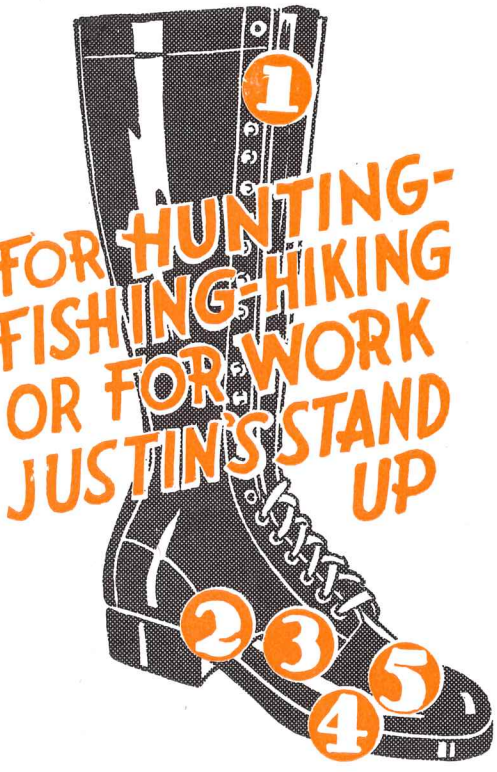
No. 1650

The Illustration Boot is made over the standard cowgirl last with same heel, ball and instep measurements as a standard woman's dress shoe. It has the 1 5/8" cowgirl heel. The Vamps and Tops are of white washable goat made in 10" height with 2" cuff. This cuff can be supplied in red, blue, green, yellow, black, grey, purple, burgundy or wine. An extraordinary boot creation.

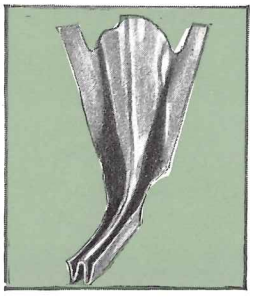
MADE ON ORDER ONLY

These Boots Express the Customer's Personality

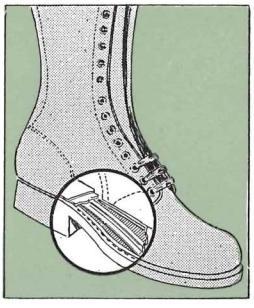
Justin Lace Boots



Justin Crimped Tongue



Justin Steel Arch



SIX FEATURES OF JUSTIN LACE BOOTS

1 JUSTIN CRIMPED TONGUE

A special patented feature which insures a perfect fit over instep and around your ankle and boot top. Be sure the tongue is stamped in silver "Justin's Crimped Tongue"—A REAL SALES POINT.

2 JUSTIN STEEL ARCH

A sturdy, springy piece of ribbed steel which adds support just where it is needed and gives the maximum of walking comfort.

3 INVISIBLE MIDDLESOLE

The invisible middle sole is soft material between the insole and outsole which molds itself to the bottom of the wearer's foot.

4 SPECIAL ROCKER BOTTOM

The outer sole is a specially designed rocker bottom sole which conforms with the roll of a man's stride—to relieve the strain on his instep and prevent pinching the top of the foot.

5 REINFORCED INSOLE

The insole is reinforced with a heavy piece of treated duck to make the heavy leather insole hold its shape and add to the strength of the inseam. Also the special health features in some numbers.

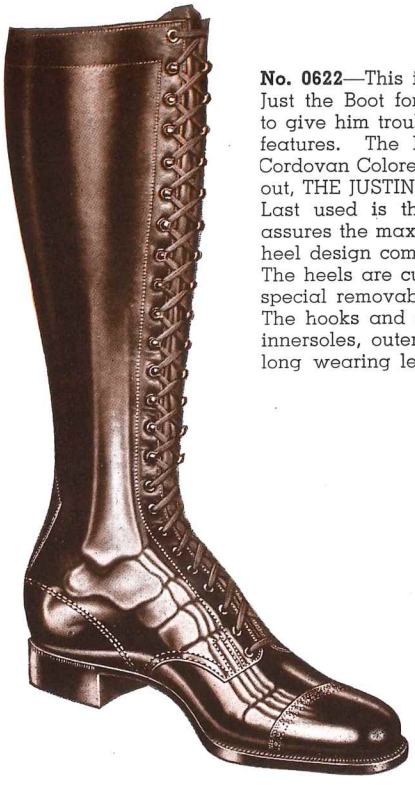
6 SALES ADVANTAGES

A range of sizes and, particularly, widths enabling you to fit your customers properly. What other maker carries such narrow widths? Because your customer wants boots is no reason why he should not be fitted with the same care as if he bought fine dress shoes.

Justin Lace Boots have proven a very profitable line—especially in the Spring and Fall—because they give the wearer the maximum of foot comfort. The heavier the going the more your customers need Justins. For Hunting, Fishing, Hiking—or for work, these boots will stand up and give service. Look over the features—which will make splendid points in making a sale.

Justin Lace Boots Mean More Profit to You

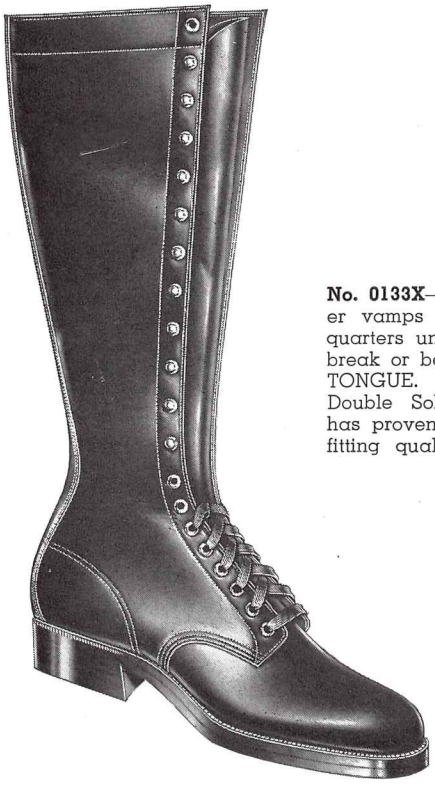
Justin Lace Boots



No. 0622

No. 0622—This is the Justin Arch Support Lace Boot. Just the Boot for the man whose feet are beginning to give him trouble. It has some very special health features. The leather used is a rich deep Brown Cordovan Colored Calf, and it is leather lined throughout, THE JUSTIN PATENTED CRIMPED TONGUE. The Last used is the New Justin "Tru-Fit" last, which assures the maximum of comfort, because of the short heel design combined with the short forward section. The heels are cushioned while the leather insole has special removable metatarsal and longitudinal pads. The hooks and eyes match the color of leather. The innersoles, outersoles, and heels are of extra weight long wearing leather.

SIZES: **A—8 to 12**
In Stock **B—7 to 12**
C—6 to 12
D—6 to 12
E—6 to 12
16-inch tops



No. 0133X

No. 0133X—Sixteen-inch, water-proofed leather vamps and quarters, vamps twill lined, quarters unlined. Nickel stud hooks (will not break or bend.) JUSTIN PATENTED CRIMPED TONGUE. Leather counter, hard toe, Full Double Sole. A Boot that in years past has proven its value both as to service and fitting qualities. Nature rocker bottom last.

SIZES: **C—7 to 12**
In Stock **D—5 to 12**
E—5 to 12
16-inch tops

D—8 to 12
18-inch tops

The Tougher the Going the More You Need Justin's

Justin Lace Boots

No. 0500

No. 0500—Vamps and tops made of choice Chocolate Elk, the quarters are unlined but the vamps are lined with quality drill, solid leather heels—Justin Steel Arch—hard cap toe. The JUSTIN PATENTED CRIMPED TONGUE assures a snug fit at ankle, and tops. The soles are single Oak leather of durable quality. Nature last.

SIZES: **D—6 to 12**
In Stock **16-inch tops**

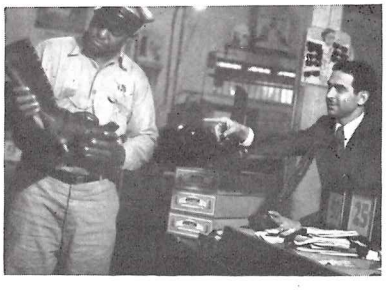
Gene Liepold--Clothier
Wichita Falls, Texas

"My heartiest congratulations on your Sixtieth Anniversary Celebration. Your age is evidence that you have been a dependable source of supply for quality for a good many years.

"Back in 1920 and '21 when you originated those famous Justin lace boots, with the patented crimped tongue, it was my privilege to be one of your first customers. This was during the Wichita Falls-Burkburnett oil boom days, and I carried an unusually large assortment of Justin boots in stock and fitted thousands of pairs of these boots on men who put them to the most grueling test. Never was one found lacking in quality. Our turnover is exceedingly rapid and my profits very, very satisfactory.

"Unhesitatingly I can say that Justin Lace Boots are the best fitting, longest wearing and most comfortable boots on the market. They are a splendid item for any merchant to have in his stock."

Gene Liepold

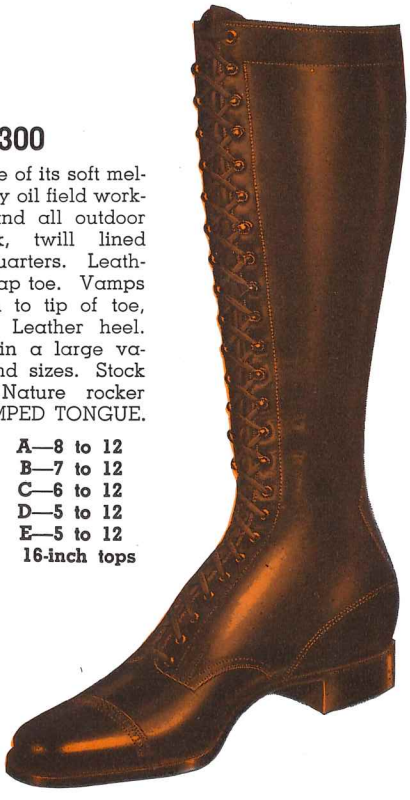


Here is Catham Haddad of Haddad Bros. in Monroe, Louisiana, in the act of selling a pair of Justin boots to an employee of the Louisiana Light & Power Co.

No. 0300

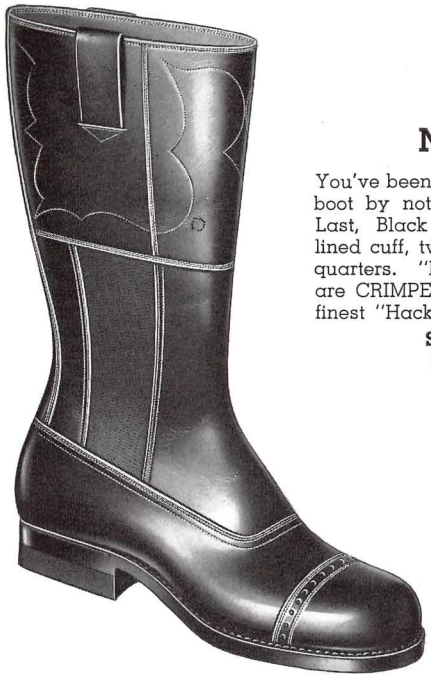
A favorite because of its soft mellow feel. Worn by oil field workers, army men and all outdoor lovers. Tan Elk, twill lined vamps, unlined quarters. Leather counter, hard cap toe. Vamps run clear through to tip of toe, are not cut off. Leather heel. Carried in stock in a large variety of widths and sizes. Stock 16-inch height. Nature rocker bottom last. CRIMPED TONGUE.

SIZES: **A—8 to 12**
In Stock **B—7 to 12**
C—6 to 12
D—5 to 12
E—5 to 12
16-inch tops



Justin Expertly Built Lace Boots Give Comfort

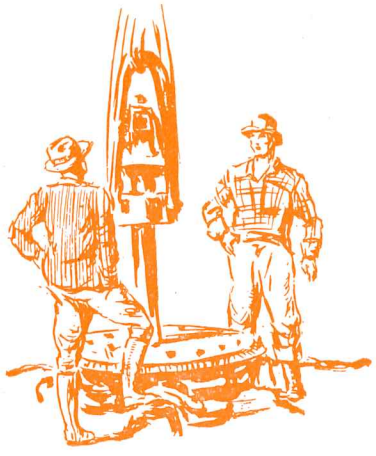
Justin Lace Boots



No. 099

You've been missing sales on this boot by not having it. Norman Last, Black Veal tops, leather lined cuff, twill lined vamps and quarters. "HUB" gore. Fronts are CRIMPED, (not pieced). The finest "Hacker" boot made.

SIZES:
In Stock D—6 to 12
12-inch height

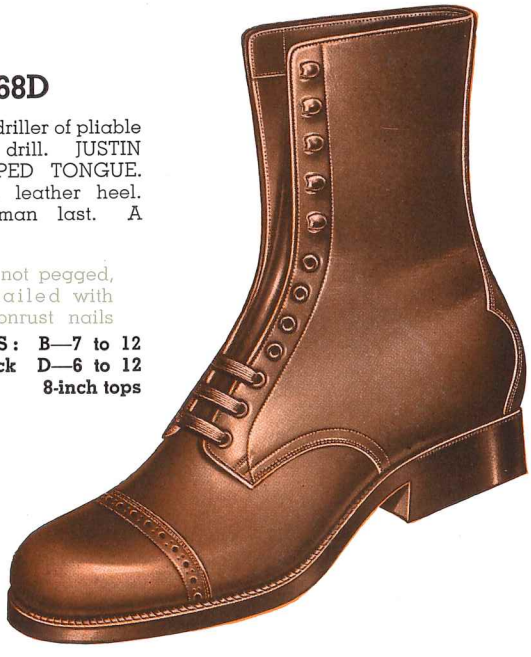


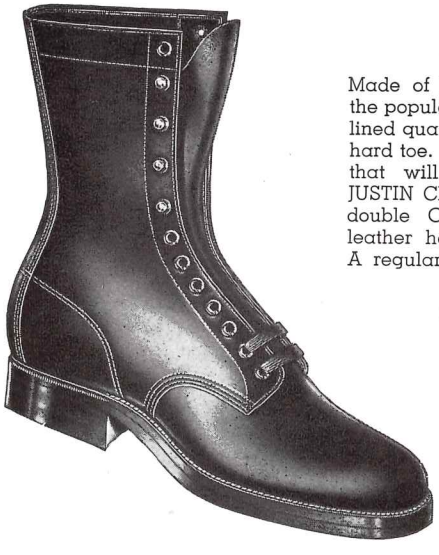
No. 168D

A new eight-inch driller of pliable soft Tan Elk, full drill. JUSTIN PATENTED CRIMPED TONGUE. Double Oak sole, leather heel. Steel arch. Norman last. A semi-dress style.

Arch is not pegged, but is nailed with brass nonrust nails

SIZES: B—7 to 12
In Stock D—6 to 12
8-inch tops





No. 108X

Made of Black Retan leather in the popular 8" driller height. Unlined quarters—drill lined vamps, hard toe. Nickel hooks and eyes that will not bend or break. JUSTIN CRIMPED TONGUE. Full double Oak leather soles and leather heel built with full lifts. A regular seller.

SIZES: C—7 to 12
In Stock E—5½ to 12
8-inch tops

Justin "Drillers" Are Made for the "Oil Fields"

Justin Boot Findings

RIDING, FIELD AND MILITARY BOOTS

All Justin Military type boots, whether for dress or field wear, are made over proven lasts—and are cut upon special English boot patterns—which give them that "air of distinction," desired by exacting wearers. Every pair of Justin Boots embody these special features—a sturdy steel arch—special invisible middle sole—reinforced insole and a long wearing outersole, and leather lined throughout.

Justin Military (Riding and Field) Boot Chart of Sizes and Dimensions

The dimensions shown here are for full sizes only — dimensions for half sizes in proportion. Remember, Riding and Field Boots wrinkle down at the ankle. These measurements are before wrinkling.

	SIZES	5	6	7	8	9	10	11	12
A	Height	17 1/8	17 3/8	17 5/8	17 3/4	17 7/8	18	18 1/8	18 1/4
	Top	11 1/2	12	12 1/2	13	13 1/2	14 1/8	14 5/8	15
	Calf	12 1/8	13 1/8	13 5/8	14 1/8	14 5/8	15 1/8	15 5/8	16
	Ankle	11 1/4	11 5/8	12 1/8	12 1/2	13	13 1/4	13 5/8	14
B	Height	17 3/8	17 1/2	17 5/8	17 3/4	17 7/8	18	18 1/8	18 1/4
	Top	11 3/4	12 1/4	12 3/4	13 1/4	13 1/2	14 3/8	15 1/8	15 1/4
	Calf	12 3/8	13 3/8	14 1/8	14 3/8	15 1/8	15 3/8	16 1/8	16 1/4
	Ankle	11 1/2	12 1/8	12 3/8	12 3/4	13 1/4	13 1/2	14 1/8	14 1/4
C	Height	17 3/8	17 1/2	17 5/8	17 3/4	17 7/8	18	18 1/8	18 1/4
	Top	11 5/8	12 1/4	12 3/4	13 3/8	13 5/8	14 3/8	15 1/8	15 1/2
	Calf	13	13 1/2	14 1/8	14 1/2	15 1/8	15 1/2	16 1/8	16 3/8
	Ankle	11 5/8	12 1/8	12 1/2	12 5/8	13 1/4	13 5/8	14	14 1/4
D	Height	17 7/8	18	18 1/4	18 3/8	18 1/2	18 3/4	18 7/8	19
	Top	12	12 1/2	13 1/8	13 1/2	14 1/4	14 5/8	15 1/8	15 5/8
	Calf	13 1/8	13 5/8	14 1/8	14 5/8	15 1/8	15 5/8	16 1/8	16 5/8
	Ankle	11 3/4	12 1/8	12 1/2	12 7/8	13 1/4	13 1/2	14 1/8	14 1/4
E	Height	18	18	18 1/4	18 3/8	18 1/2	18 3/4	18 7/8	19
	Top	12 1/4	12 3/4	13 1/4	13 1/2	14 1/2	14 5/8	15 3/8	15 7/8
	Calf	13 3/8	13 7/8	14 3/8	14 7/8	15 3/8	15 5/8	16 1/8	16 5/8
	Ankle	12	12 1/4	12 3/4	13 1/8	13 1/2	14	14 3/8	14 5/8

BOOT FINDINGS

5171A

SPURS

5102

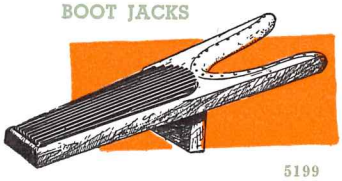
STRAPS

SPUR CHAINS

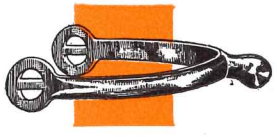
5160

No. 5171A—Chromium Plated Dress Spurs, ¾-inch shank. Require two-piece spur strap or strap and chain.
No. 5180—Chromium Plated Dress Spurs, ¾-inch shank. Require all around spur strap.
No. 5102—Two-piece types in either Tan, Brown or Black Full Grain Calf. (Be sure to specify color).
No. 5101—All around type, complete with buckle. In Tan, Brown, or Black Full Grain Calf. (Be sure to specify color).
No. 5160—Chromium Plated French Type. 8 or 9-inch length; also in 10 or 11-inch length. (Be sure to order by length).
No. 5191 — Plain Boot hooks with natural maple handles.
No. *5192* — All metal folding boot hooks. The hooks fold up so they can be slipped in the pocket.
No. 5199—Solid, substantial leather covered Boot Jack.

BOOT JACKS



5199



5180

SPURS

5101

STRAPS

BOOT HOOKS

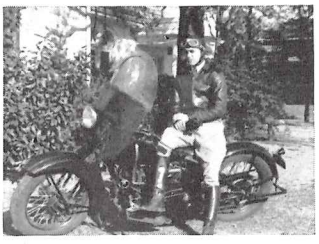
5191

5192

Boot Findings Are Selected With Extreme Care

Justin Military Boots

FIELD BOOTS



"Motorcycling is a sport that requires the utmost in protection for the feet and legs," says W. P. Carter of Bossier City, Louisiana. Mr. Carter has worn Justin Boots for motorcycling and other outdoor wear for the past four years because he likes their sporty appearance as well as their high quality. He finds that his customers, too, at Teekell Brothers & Company prefer Justin's every time.

No. 8887

No. 8887—This well shaped Field Boot is made by the same experts who make the Justin high grade English Boots. They have the same lasts, the same careful treeing, and will give the wearer plenty of wear. The eyelets on the instep and calf have been carefully inserted to assure perfect fit. The Vamps are expertly attached to the tops, and the legs are treed into that "air of distinction" only Justin can give them. Made of Tan Elk, with full grain strap leather lining. A very popular boot for hard service.

SIZES: In Stock A—8 to 12, B—7 to 12, C—6 to 12, D—6 to 12

No. 8907

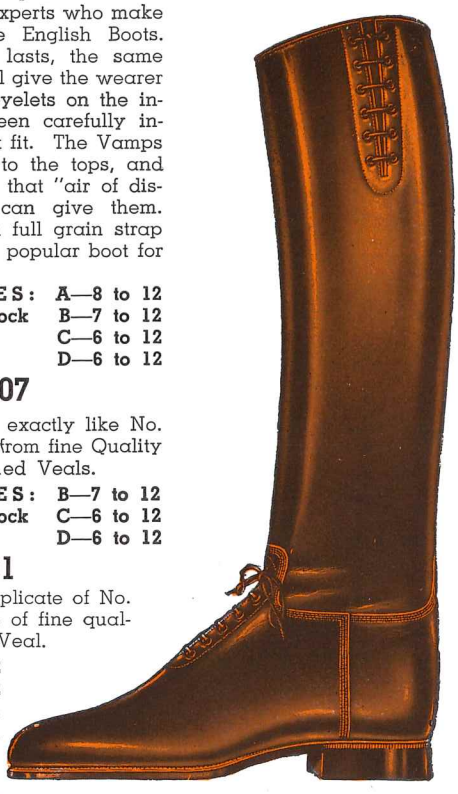
No. 8907—This boot is exactly like No. 8887 except it is made from fine Quality Smooth Cordovan colored Veals.

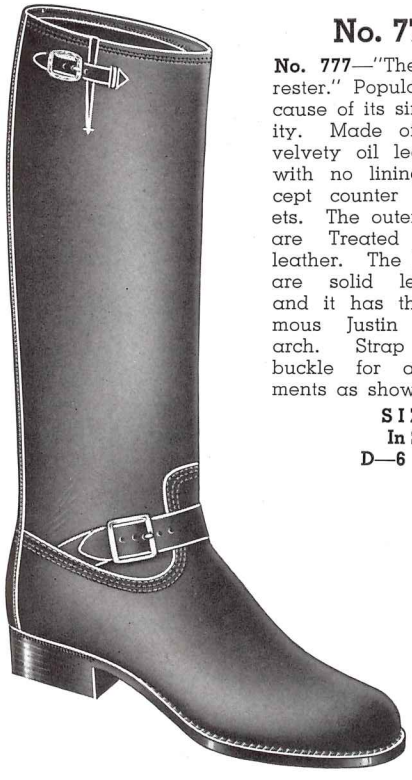
SIZES: In Stock B—7 to 12, C—6 to 12, D—6 to 12

No. 8901

No. 8901—This is a duplicate of No. 8907 except it is made of fine quality smooth Black Calf Veal.

SIZES: In Stock A—8 to 12, B—7 to 12, C—6 to 11, D—6 to 11





No. 777

No. 777—"The Forrester." Popular because of its simplicity. Made of soft velvety oil leather, with no lining except counter pockets. The outersoles are Treated Oak leather. The heals are solid leather and it has the famous Justin steel arch. Strap and buckle for adjustments as shown.

SIZES: In Stock D—6 to 11

No. 688

This "Justin Jodhpur" made on proven military boot lasts — with regular half rubber heel, crimped vamp — strap and buckle on instep. Leather lined throughout, it is made on Tan Calf that will always shine beautifully.

SIZES: In Stock A—7½ to 12, B—7 to 12, C—6 to 11, D—5 to 11

Justin JODHPUR

This style shoe is made on proven military Boot lasts—and is very adaptable for campus, sport or street wear.

Justin "Custom" Boots

★ "CUSTOM MADE" ARMY OFFICER'S BOOTS ★

No. 9512
CORDOVAN COLOR

No. 9511
MEDIUM BROWN

No. 9510
LIGHT TAN

DRESS BOOTS

NOT IN STOCK
MADE ON ORDER ONLY

No. 9510-11-12 — Made of specially selected Full Grain Calf, butted vamps with the choice of soft, semi-soft, stiff or semi-stiff tops, which are Pigskin lined. Furnished with all around spur and garter straps of the same leather, also made with spur rests and right and left heels. This boot is also made in genuine Shell Cordovan leather in Black and Cordovan Brown (Cordovan seams can not be hand butted.) This great military value is made on order only, 30 days delivery and can be made in all widths, AA to E inclusive, any size.

Made on Order Only
Either in Case Lots, Single Pairs or to Customer's Individual Measure

FIELD BOOTS

NOT IN STOCK
MADE ON ORDER ONLY

No. 9510F-11F-12F—These field boots are made of selected, Full Grain Calf with butted vamps, laced neatly on instep and calf. The tops are Pigskin lined throughout. This boot is also made in genuine Shell Cordovan leather, Black or Cordovan Brown (Cordovan seams can not be hand butted.) Made on order only, delivery in 30 days, any size, AA to E widths, any height top.

Made on Order Only

● Justin "GOLD DOT" Grade—
Our highest grade boots made of the best material and by expert bootmakers.

No. 9512F
CORDOVAN COLOR

No. 9511F
MEDIUM BROWN

No. 9510F
LIGHT TAN

"Custom Made" Justin's Make Money for You

Justin "Custom" Boots

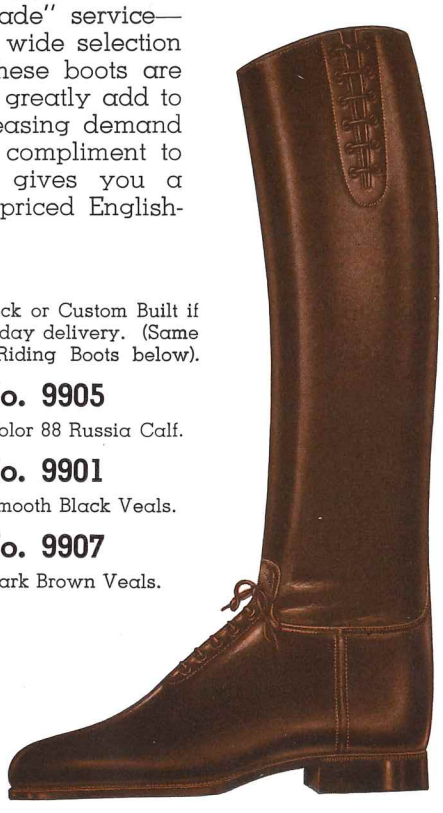
★ "CUSTOM MADE" RIDING BOOTS ★

For your customers who desire something better than a stock boot we offer the popular "custom made" service—which gives the customer a better fit and a wide selection of materials and colors to choose from. These boots are finished by hand in many ways, which will greatly add to their appearance—we believe that the increasing demand for these boots by Army Officers is a real compliment to their quality. This custom made service gives you a splendid chance to compete with the high priced English-made Riding Boots.

NOTICE—All Justin Boots are made by Justin's expert Bootmakers, on Correct English Patterns which have that "air of distinction" so desired by your customers. Also in every Justin Boot are those features that make Justin Boots famous. The Sturdy Steel Arch—Special Invisible Middlesole — Reinforced Insole, and an extra long-wearing Outersole—and, of course, they are lined throughout with real leather.

FIELD BOOTS

NOT IN STOCK MADE ON ORDER ONLY



For your Stock or Custom Built if desired. 30-day delivery. (Same quality as Riding Boots below).

No. 9905

No. 9905—Color 88 Russia Calf.

No. 9901

No. 9901—Smooth Black Veals.

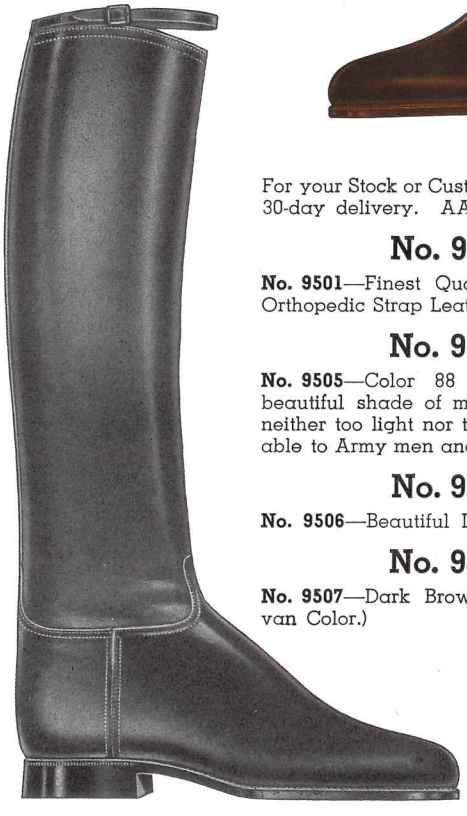
No. 9907

No. 9907—Dark Brown Veals.

RIDING BOOTS

NOT IN STOCK MADE ON ORDER ONLY

Either in Case Lots, Single Pairs or to Customer's Individual Measure



For your Stock or Custom Built if desired. 30-day delivery. AA to E inclusive.

No. 9501

No. 9501—Finest Quality Black Veals, Orthopedic Strap Leather Lining.

No. 9505

No. 9505—Color 88 Russia Calf. (A beautiful shade of medium dark tan—neither too light nor too dark.) Acceptable to Army men and Cadets.

No. 9506

No. 9506—Beautiful Light Tan Calf.

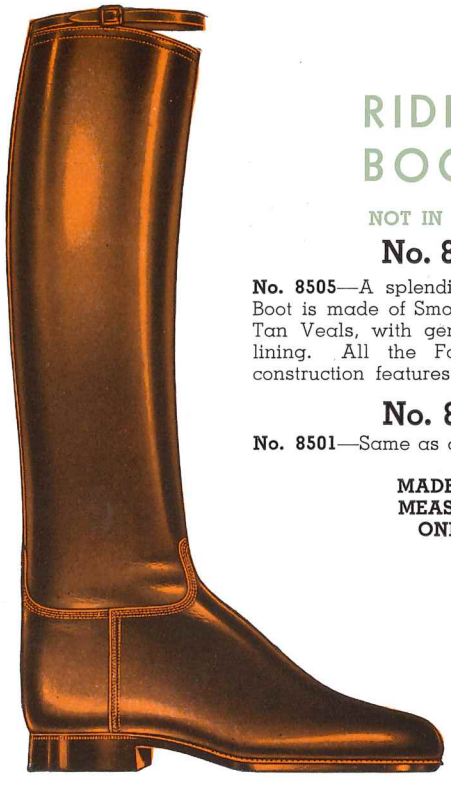
No. 9507

No. 9507—Dark Brown (Almost Cordovan Color.)

Justin "GOLD DOT" Grade—Our highest grade boots made of the best material and by expect bootmakers.

Custom Made Justin Boots Are Real Winners

Justin Military Boots



RIDING BOOTS

NOT IN STOCK

No. 8505

No. 8505—A splendid Dress Boot. This Boot is made of Smooth Domestic Grain Tan Veals, with genuine Strap leather lining. All the Famous Justin Boot construction features are also included.

No. 8501

No. 8501—Same as above except black.

MADE TO MEASURE ONLY

Justin "BLUE DOT" Grade—A fine quality not to be confused with many inexpensive boots now on the market. They are not, of course, as high grade as Justin's "Gold Dot."

MADE ON ORDER ONLY—EITHER IN CASE LOTS, SINGLE PAIRS OR TO CUSTOMER'S INDIVIDUAL MEASURE.

CORRECT RIDING BOOTS FOR THE LADIES

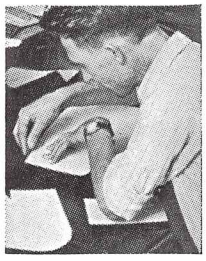
MADE TO ORDER ONLY

No. 9001

No. 9001—Smooth Black Calf, a beautiful mellow leather with full grain leather lining. Fit perfectly, look trim and neat, correct height, really elegant boots.

No. 9002

No. 9002—Color 8 Russia Calf, a beautiful mellow leather with full grain leather lining. Fit perfectly, look trim and neat, correct height, really elegant boots.



HOW JUSTIN BOOTS ARE MADE

ONE

When your order comes in either John or Earl Justin carefully compares the measurements you have given. They have hundreds of these "wooden feet" to select from — but they must get the correct one — for the fit of the boot depends upon the last. We also keep a record of your foot so you may reorder at any time.

TWO

The second step is to take the last selected for you and build an exact duplicate of your actual foot—little pieces of leather must be added to take care of corns, bunions, broken bones or any irregularity that may be necessary. Our Superintendent, S. E. Brady, has been duplicating feet in wood for over 37 years — Justin Boot wearers know that he knows his stuff.

THREE

From these built-up "wooden feet" patterns must be made to cut the leather by. Hides are not the same all over so knowledge and skill must be used in cutting to secure the best part of the leather. Our pattern maker has a gift of cutting leather so that the separate pieces have an even quality and color. This skill in making, selecting and cutting the hides assures you of perfectly matched and fitted boots.

FOUR

The tops of boots are individual — they reflect taste, they show hobbies, they are the real "front" of a boot. And to have beautifully stitched tops it requires an artist—and Vane Justin and the other dozen or more men and women are just that — for he has designed and stitched cowboy boots for over twenty years. He can create the most fascinating designs with his varied color silk threads—he uses silk thread because it wears longer and gives a boot class.

FIVE

The vamps are soaked and crimped on boards where they stretch and dry for twenty-four hours. This step is the one that controls the future shape of your boot—for all the stretch must be taken out of the leather. It is interesting to watch this expert work. He knows just how long to soak each grade of leather—for he has stretched thousands of pairs of vamps during the years he has worked in the Justin plant.

SIX

Now your boot takes shape—comes to life—it is hand lasted, which means that the tops are joined to the bottoms, the insole, the counter and practically everything except the outersole—even a strip of 10-ounce pre-shrunk duck reinforcing is added. The boots stay on the last eight to twelve days and are then finished with the outersole and heel. Pat Rix has been doing hand lasting for over twelve years—and Justin Boots reflect his skill.

HOW TO TAKE MEASUREMENTS

General Directions for taking measurements for Justin Boots.

If you do not have a Justin Foot-Form Chart available, put your stockinged foot on a sheet of plain paper. Then stand up with your weight resting evenly on both feet. Now take a pencil and trace the outline of the foot on the paper. Be SURE to keep the pencil up and down, especially when you go around the arch and the heel. Do this for each foot.

Now, sit down and cross your legs, take the measurements just as shown on this page. Take up all the slack in the tape, but don't pull it tight. In other words, measure just how you want the boot to feel. Be careful with these measurements above everything else. Getting the tape just where the picture shows is of the utmost importance.

Take every measurement at least twice and take the average of the answers. Give measurements to the 1/16 of the inch. Be sure to take all measurements over socks and the top and calf measurements over trousers. Remember trousers vary in weight, so be sure the trousers are the kind that will be worn with the boots.

Just write down the number of the measurement and what it measures. We'll do the rest. Be sure to take measurements for both feet.

1

Tape around ball of foot over rear knuckle of large toe; over little toe between top knuckle and rear knuckle.

2

Tape around instep; should pass over knotty bone on outside of foot.

3

Heel: from ankle where ankle joins instep, pass tape around farthest point of heel.

4

Ankle: pass tape as shown, around smallest part of ankle; about 1 inch above ankle bone.

5

Calf: pass tape around largest part of calf, over trousers.

6

Top: pass tape over smallest part of leg above calf, below knee, over trousers.

7

Height wanted: standing on the floor in your stocking feet measure from the floor to the height you wish your boots made.

Please answer the following questions:

1. Name (Please Print)
2. Address (Street Number, City and State)
3. Age, Height, Weight.
4. Occupation.
5. Have we made boots for you before? About what year?
6. How did they fit?
7. Numbers from your old boot or present shoe (any make).
8. If numbers are worn out, give size boot or shoe you now wear (any make).
9. Do you like your boots to fit close, roomy, or medium?
10. Style or number of boot desired (from catalog or folder).
11. Toe—stitched or plain? square or round?
12. Heel—height?
13. Leather—What kind?
14. Dealer's name (If ordered through store).
15. Listed price of boots.
16. Add cost of extras desired.
17. How much enclosed? TOTAL .....
18. If you desire more complete ordering data to insure a perfect fit and selection of details, we suggest that you write for our patented measuring chart and order blank.

Read Directions Carefully When Ordering

Advertising Material

The JUSTIN BOYS BELIEVE IN CONSISTENT ADVERTISING

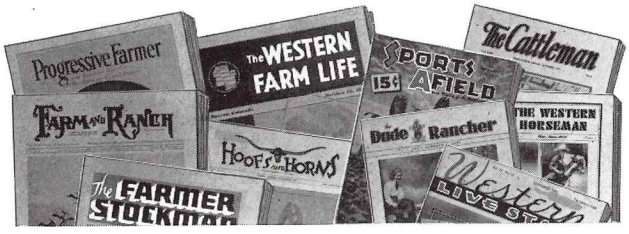
Justin believes that their consistent advertising has played an important part in the progress they have made in the last sixty years. Their National Advertising, coupled with an abundance of colorful display material, and the merchants' own local tie-in, has made money for their dealers. Don't overlook these advertising helps.

Sixty Years on Every Range
The STANDARD of the WEST
You'll feel Like Singing
After You Wear JUSTINS
You Get a "Ride" for Your Money
In Long Wear and Good Looks
Easy to Get On... and Off
by WORK PLAY or DRESS
JUSTIN BOOTS

ATTENTION GETTING ART & COPY . . . TO TRADE WITH LOCAL DEALERS

National Magazine Advertising

Consistently through the years Justin has advertised in the leading Farm and Outdoor publications.



Special Newspaper Mats

To aid you in your local boot advertising, Justin has prepared mats to be used over your name and they are yours for the asking. Also, mats of boots and shoes to be used in your ads.

Be Sure Your New Boots are Branded
You'll Feel Like Singing....
When You Slip your Foot into a pair of Justin Boots
You Get MORE for Your MONEY
JUSTIN BOOTS
THE STANDARD OF THE WEST SINCE 1879

Display Material—Free

To create action at the point of sale, Justin has prepared a series of colorful display cards. Ask that they include in your next shipment some of these cards illustrated here. They are free.

Co-operative Outdoor Advertising

Ask Justin's salesmen, or write to Justin, about their co-operative outdoor advertising plan. Big, colorful boot posters are splendid at rodeo time.

H. J. JUSTIN & SONS, INC., FORT WORTH

Advertising Will Help You Sell Justin's